SALES & MARKETING MANAGEMENT

FORMERLY: SURVEY OF BUYING POWER PART II

OCTOBER 21, 1991 ☐ A BILL PUBLICATION ☐ FIFTY-FIVE DOLLARS

C12 -1

1991 SURVEY OF MEDIA MARKETS

SECTION I: USER'S GUIDE AND HIGHLIGHTS

SECTION II: MEDIA MARKET PROFILES

SECTION III: 1995 METRO MARKET PROJECTIONS

SECTION IV: MERCHANDISE LINE SALES

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SALES & MARKETING MANAGEMENT

SURVEY OF MEDIA MARKETS
OCTOBER 21, 1991

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SECTION I:

USER'S GUIDE AND HIGHLIGHTS

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A USER'S GUIDE TO THE SURVEY OF MEDIA MARKETS

This companion volume to our annual *Survey of Buying Power* provides population, income, and retail sales data for Media Markets, as well as 1995 Metro Market Projections and current Merchandise Line sales statistics.

HOW THE GUIDE IS ORGANIZED

The *Survey of Media Markets* is divided into four distinct segments, with each of the three data sections representing a necessary "second step" in the marketing process. The statistics provide information essential to forecasting and long-range planning, selecting print and broadcast media for advertising, and gauging sales potential for specific product lines. To acquaint yourself with this issue, locate the section that deals with your particular needs and take a minute to read through the outlined procedures.

I. User's Guide and Highlights
II. Media Market Profiles
III. Metro Market Projections
IV. Merchandise Line Sales

The following explanations of each section will provide you with a better understanding of how these statistics can be used to fine-tune your marketing efforts, and the examples will help you get started toward generating the information and answers you require.

MEDIA MARKET PROFILES

The metropolitan markets that form the basic geographic framework for the August *Survey of Buying Power* are defined according to Census Bureau criteria that examine the population and/or urbanization level of each of the nation's 3,139 counties. In all cases, metro markets are comprised of either a single (core) county or a core county and any adjacent counties that have "a high degree of economic and social integration with that nucleus," according to the Bureau.

S&MM Media Markets, or what are more commonly known as ADIs (Areas of Dominant Influence), on the other hand, are based on the more nebulous reach of broadcast signal, which means that they're 1) sometimes made up of portions of counties rather than whole county units; and 2) generally larger than their metro-area counterparts. Definitions for these markets are produced by Arbitron, the Control Data subsidiary responsible for generating ratings for broadcast media. According to Arbitron's definitions, for example, the New York media market (or TV-ADI) is comprised of 29 counties or portions of counties, while the New York metropolitan area is made up of just 8 counties. Because of this larger scale, there are only 210 S&MM Media Markets as opposed to 320 metropolitan markets.

Due to the increased competition for readers/viewers and ad dollars among all forms of media these days (major networks, local affiliates, newspapers, cable networks, etc.) coupled with the greater sophistication of distribution and delivery systems, the distinction between TV and newspaper markets has become blurred, with many newspapers setting themselves up as direct competitors to local and regional broadcasters.

Because of this, S&MM's longstanding tradition of producing a separate data section of newspaper market profiles based on our own system of "dominant" and "effective" counties has ultimately proven to be ill-suited to the realities of today's marketplace, since most newspapers now use either metro areas or media markets (ADIs and DMAs) to define their territories and coverages.

Therefore, in an effort to make our data more useful to marketers in

S&MM Exclusive: 1990 Census Data in This Issue

Statistics in this year's *Survey of Media Markets* are based on recently released data from the 1990 Census of Population. Prior to this year, data reported in the Survey were based on the 1980 Census.

Whenever a new benchmark figure is incorporated into one of our *Survey* issues, trend lines are often skewed, and this year is no exception—specifically due to the impact and change the Census of Population figures bring with them every 10 years.

Keep in mind that all 1990 and 1995 Population and Household figures will be affected by the new benchmark (it's not uncommon to see uncharacteristically high or low figures as compared to last year's numbers), including any per-household retail sales figures. Also, due to the close relationship between households and income, *all* Effective Buying Income figures will be impacted by the new Census in some way as well.

In addition, Merchandise Line Sales in this year's Survey are based on benchmark data from the 1987 Census of Retail Trade. Readers should keep in mind that in prior years these figures were based on data from the 1982 CRT, and likewise, trend lines are often skewed when this type of adjustment is made.

SURVEY HIGHLIGHT

Tomorrow's Biggest Markets: The 50 Largest Metros in 1995

METRO	PROJECTED 1995 POP. (THOUS.)	PROJECTED % CHANGE 1990-95
Los Angeles-Long Beach	9,654.9	+ 7.7%
New York	8,879.4	+ 3.3
Chicago	6,152.7	+ 1.2
Philadelphia	5,068.6	+ 3.7
Detroit	4,438.2	+ 1.1
Washington, DC	4,369.7	+ 9.6
Boston-Lawrence-Salem-Lowell-Brockton	3,844.3	+ 1.4
Houston	3,525.2	+ 5.8
Atlanta	3,334.0	+14.4
Riverside-San Bernardino	3,315.4	+21.7
San Diego	2,947.3	+15.0
Dallas	2,884.7	+10.8
Minneapolis-St. Paul	2,715.2	+ 8.5
Anaheim-Santa Ana	2,702.0	+10.2
Nassau-Suffolk	2,665.0	+ 1.9
Baltimore	2,537.7	+ 5.5
St. Louis	2,535.7	+ 3.2
Phoenix	2,455.2	+13.2
Tampa-St. Petersburg-Clearwater	2,332.6	+10.5
Oakland	2,284.3	+ 8.2
Seattle	2,204.3	+ 9.8
Miami-Hialeah	2,114.2	+ 7.7
Pittsburgh	1,994.4	- 2.6
Newark	1,821.1	- 0.1
Cleveland	1,801.3	- 1.3
Sacramento	1,752.6	+15.1
Denver	1,702.0	+ 4.2
Kansas City, MO-KS	1,687.9	+ 6.5
San Francisco	1,660.0	+ 3.0
San Jose	1,612.3	+ 6.6
Norfolk-Virginia Beach-Newport News	1,557.4	+ 9.7
Fort Worth-Arlington	1,535.0	+12.8
Cincinnati	1,493.4	+ 2.4
Milwaukee	1,468.6	+ 2.2
Columbus, OH	1,465.0	+ 5.4
San Antonio	1,456.3	+10.0
Fort Lauderdale-Hollywood-Pompano Beach	1,403.4	+ 9.8
Portland, OR	1,324.1	+ 5.8
Indianapolis	1,309.3	+ 4.1
Charlotte-Gastonia-Rock Hill, NC-SC	1,294.0	+ 9.5
Orlando	1,279.7	+15.8
Bergen-Passaic	1,271.6	- 0.4
New Orleans	1,230.5	- 0.5
Hartford-New Britain-Middletown-Bristol	1,173.7	+ 3.8
Salt Lake City-Ogden	1,157.5	+ 6.9
Middlesex-Somerset-Hunterdon	1,100.2	+ 6.7
Monmouth-Ocean	1,081.1	+ 8.0
Nashville	1,072.0	+ 7.5
West Palm Beach-Boca Raton-Delray Beach	1,051.4	+17.3
Jacksonville, FL	1,044.4	+12.7

SOURCE: *Sales & Marketing Management; 1991 Survey of Media Markets.*

either camp—and to reflect these changes in market perception—we've decided to eliminate our section of Newspaper Market Profiles, folding it into an expanded ADI listing that breaks out metro and nonmetro counties within a particular area and renaming both the data section (S&MM Media Markets) and the Survey itself (*Survey of Media Markets*). This way, those marketers who use metropolitan areas and/or counties to define their markets can utilize the data in our August *Survey of Buying Power*, while those opting for ADI-based geography can now find expanded data on their markets in the October *Survey of Media Markets*. The example that follows illustrates just one of the many ways these data can be used to better target consumers and customers through more effective media-based marketing.

One of the most commonly used measures of media market potential is total households, which basically tells you how many families you'll be reaching with your TV, radio, or print ad message. However, by utilizing the expanded data in the *Survey of Media Markets*, you can further refine your choice of markets using such indicators as a market's share of total U.S. retail sales—data that reveal that households and spending don't always go hand in hand, as we can see from this list of four similarly sized markets.

Media Market	Households (Thous.)	% of U.S. Retail Sales
Austin	370.6	0.39%
Des Moines	370.0	0.37
Portland-Poland Springs	369.6	0.50
Shreveport-Texarkana	368.4	0.34

What we discover through this kind of basic analysis is that Austin, the largest (in terms of total households) of the four Media Markets charted, has nearly the same retail sales ratio as Des Moines, a market with roughly 600 fewer households. In addition, the Shreveport-Texarkana market posts a sales ratio only slightly smaller than that of either Austin or Des Moines but with far fewer households overall. The real surprise here, however, is Portland-Poland Springs, Maine, smaller than both Austin and Des Moines in terms of total households, but possessing a substantially higher retail sales ratio. With fewer households spending proportionately more retail dollars, this analysis shows Portland to be the market with the best potential when it comes to converting advertising expenditures to sales revenues.

Armed with these additional insights into the comparative appeal of

SURVEY HIGHLIGHT

Tomorrow's Wealthiest Metros: Average Household EBI in 1995

METRO	1995 AVERAGE HSHLD. EBI	METRO	1995 AVERAGE HSHLD. EBI
Nassau-Suffolk, NY	$81,455	Los Angeles-Long Beach, CA	58,225
Middlesex-Somerset-Hunterdon, NJ	79,333	Hartford-New Britain-Middletown-Bristol, CT	58,112
Bridgeport-Stamford-Norwalk-Danbury, CT	78,720	Brazoria, TX	57,954
Trenton, NJ	76,092	Philadelphia, PA	57,652
Bergen-Passaic, NJ	75,884	San Diego, CA	57,601
Lake County, IL	74,715	Santa Barbara-Santa Maria-Lompoc, CA	57,500
San Jose, CA	72,567	Portsmouth-Dover-Rochester, NH	57,205
Newark, NJ	69,241	New Haven-Waterbury-Meriden, CT	57,043
Washington, DC	68,633	Joliet, IL	56,927
San Francisco, CA	67,832	West Palm Beach-Boca Raton-Delray Beach, FL	56,446
Anaheim-Santa Ana, CA	66,302	Omaha, NE	56,441
Monmouth-Ocean, NJ	65,343	Dallas, TX	56,310
Honolulu, HI	64,922	Milwaukee, WI	56,204
Oxnard-Ventura, CA	64,491	Waterloo-Cedar Falls, IA	56,045
Poughkeepsie, NY	63,556	Salinas-Seaside-Monterey, CA	56,042
Manchester-Nashua, NH	63,167	Fort Worth-Arlington, TX	55,731
Oakland, CA	62,177	Minneapolis-St. Paul, MN	55,677
Boston-Lawrence-Salem-Lowell-Brockton, MA	62,133	Denver, CO	55,574
Kenosha, WI	60,355	Santa Rosa-Petaluma, CA	55,374
Seattle, WA	60,192	Burlington, VT	55,178
Anchorage, AK	60,025	Rochester, MN	55,097
Grand Forks, ND	59,752	Aurora-Elgin, IL	55,067
Santa Cruz, CA	59,635	Orange County, NY	54,971
Huntsville, AL	58,410	Bloomington-Normal, IL	54,752
Chicago, IL	58,389	Lincoln, NE	54,505
		1995 U.S. AVERAGE	**$48,759**

SOURCE: Sales & Marketing Management; *1991 Survey of Media Markets*.

these markets, ad dollars can now be allocated according to the relative strength of local retail spending rather than population alone. Using this kind of measure, Portland-Poland Springs would receive a larger share of the ad budget than that indicated by its total population, whereas just the opposite would be true for Austin and Des Moines.

Another piece of the Survey's Media Market data that can help make ad campaigns more cost-effective is that concerning an area's racial and ethnic mix. For companies targeting black consumers, for example, a bit of quick arithmetic reveals that the 16 ADIs with black populations of 500,000 or more are home to nearly half (49.5%) of the nation's 31 million blacks but only around 35% of the population as a whole. With this kind of market concentration attainable by targeting only 16 out of 210 ADIs, it's easy to see just how much time and money can be saved by using these data to eliminate unnecessary coverage. In addition, these 16 markets can be further refined by examining the breakouts of metro and nonmetro counties within each area, which will tell you whether your heaviest concentrations of advertising should be aimed at the core metro area itself or at the nonmetro counties which surround it.

METRO MARKET PROJECTIONS

Savvy marketers make it their business to stay one step ahead of change, and one way they do this is by knowing what lies ahead in terms of a market's growth. To help piece together a reliable picture of the future, the *Survey of Media Markets* includes five-year projections of population, Effective Buying Income, retail sales, and the Buying Power Index for metros and their component counties, information that can be used in a number of different ways to help planners uncover areas of emerging opportunity.

Perhaps the simplest way to utilize projections is to analyze your sales coverage in markets with the highest projected population growth. By doing this, you can make sure you're in a position to take advantage of this growth by expanding your sales efforts accordingly over the next few years. Conversely, by looking at areas where projected gains are lower than the U.S. average, you can institute cutbacks in those markets that will comprise a dwindling share of U.S. potential in upcoming years.

In addition to population-based planning, household income projections can also provide a key indicator of future sales potential, since this figure underscores an area's buying power. Income data from this section of the *Survey of Media Markets* show current average household Effective Buying Income (roughly equivalent to disposable or after-tax income), as well as a five-year projection for all metro areas and their component counties. By calculating the percentage of change between these two figures, you can easily find out which markets will enjoy the fastest growth in their relative affluence over the next five years. As an illustration of how this information can be used in sales planning, let's look at the nation's 10 largest metros and their projected income growth between 1990 and 1995.

Metro	Avg. H-hld. EBI 1990	Avg. H-hld. EBI 1995	% Change 1990-95
Los Angeles-Long Beach	$45,688	$58,325	27.7%
New York	41,947	53,115	26.6
Chicago	44,019	58,389	32.6
Philadelphia	43,638	57,652	32.1
Detroit	39,530	51,372	30.0
Washington	53,429	68,633	28.5
Boston-Lawrence-Salem-Lowell-Brockton	48,246	62,133	28.8
Houston	38,789	48,659	25.4
Atlanta	40,912	52,404	28.1
Riverside-San Bernardino	39,993	50,288	25.7
U.S. Average	**$37,735**	**$48,759**	**29.2%**

As we can see, only three of these metros are projected to post income growth rates higher than that for the nation as a whole, while the other seven will grow more slowly. With this kind of information in hand, adjustments can be made to your marketing plans that take these changes into account, allowing you to increase your marketing efforts proportionately in those areas where income growth will be above average. Of course, this is not to say that other markets should be ignored simply because they're projected to increase at less than the national average, but as an indicator of relative change, these data will help you produce a ranking of markets that shows you which ones offer the best potential.

Taking this example one step further, we can then construct an **Income Growth Index** (IGI) that shows the relative position of markets in terms of their projected income growth. This is done by simply dividing a metro's percent change figure by the comparable U.S. average. Here we'll look at three different metros with virtually identical 1990 average household income figures that turn out to have markedly different IGIs:

Metro	1990 Income	% Change 1990-95	IGI
Austin	$36,574	25.4%	87
Phoenix	36,535	31.6	108
Indianapolis	36,452	35.9	123

Here we see that both Phoenix and Indianapolis are projected to have higher income growth than the nation as a whole over the next five years, since their percentage change figures are above the U.S. average of 29.2% (or 100 on the Income Growth Index scale). And even though these three metros are starting from roughly the same point in terms of current income, their projected rates of increase show a wide variance.

Similar calculations can also be performed using either total retail sales data (another of the basic components in the Survey's projections) or the five-year change in the Buying Power Index (BPI), which shows each market's share of potential U.S. purchasing power. The BPI is often used to chart area activity relative to other markets or to the U.S. as a whole, and for more information on how this figure is calculated, turn to the Definition of Terms in this section, or to the Survey Highlight entitled "How to Construct a Custom BPI" on page 13.

MERCHANDISE LINE SALES

The data in this section pertain to the dollars spent on specific products purchased from a wide variety of retail sources. These figures are markedly different from those for retail sales by store group, which show sales for a particular type of store rather than a product category sold within that store.

The distinction is an important one, because in today's changing retail environment, cross-merchandising has become the rule rather than the exception. With retailers taking on more and more nontraditional product lines, this means that store groups have less correlation with the particular product category historically associated with them (i.e., food stores are selling a lot more than just groceries).

Because merchandise line sales

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SURVEY HIGHLIGHT

Tomorrow's Fastest-Growing Markets: Population Growth Rates, 1990–95

METRO	% GROWTH 1990-95	1995 POPULATION
Riverside-San Bernardino, CA	21.7%	3,315,400
Las Vegas, NV	19.0	920,000
Modesto, CA	17.7	452,500
West Palm Beach-Boca Raton-Delray Beach, F	17.3	1,051,400
Naples, FL	16.6	183,600
Vallejo-Fairfield-Napa, CA	16.4	543,600
Orlando, FL	15.8	1,279,700
Bakersfield, CA	15.6	646,200
Fort Pierce, FL	15.6	299,400
Redding, CA	15.6	175,300
McAllen-Edinburg-Mission, TX	15.4	453,600
Fort Myers-Cape Coral, FL	15.2	397,700
Sacramento, CA	15.1	1,752,600
Ocala, FL	15.0	230,600
San Diego, CA	15.0	2,947,300
Las Cruces, NM	14.6	158,800
Atlanta, GA	14.4	3,334,000
Fort Collins-Loveland, CO	13.9	217,300
Fresno, CA	13.6	775,600
Santa Rosa-Petaluma, CA	13.5	451,400
Melbourne-Titusville-Palm Bay, FL	13.4	463,700
Bremerton, WA	13.3	220,100
Phoenix, AZ	13.2	2,455,200
Visalia-Tulare-Porterville, CA	12.9	359,700
Fort Worth-Arlington, TX	12.8	1,535,000
U.S. AVERAGE/TOTAL	**5.0%**	**263,296,100**

SOURCE: Sales & Marketing Management; *1991 Survey of Media Markets.*

figures are based on a single product category, they tend to provide a more accurate indication of a product's market potential than store group totals, which are not product-specific. Using food stores as an example, sales for this category totaled $362.7 billion in 1990, while purchases of groceries and other foods came to $298.4 billion.

The difference between these two figures may not seem all that significant at the national level, but it can be critical when applied to individual metro markets. Suffice it to say that the more precise information a marketer has for estimating individual product potential, the more reliable the calculations of his or her own sales potential will be—which translates to more equitable quotas for the sales force.

For example, if we look at food store sales and grocery sales for three different markets, we see that not all metros possess the same ratio of merchandise-line-to-store-group (ML/SG) sales.

Metro	Food Stores ($ Mil.)	Groceries ($ Mil.)	ML/SG Ratio
Waco	$295.9	$295.9	100.0
Ocala	295.1	234.4	79.4
Yakima	295.3	227.8	77.1

Even though the difference between food store sales in these markets is less than 1%, the share of sales accounted for by groceries varies widely, particularly in the case of Waco. Here, a marketer of groceries and other food products might seriously overestimate Waco's potential by looking only at food store sales—while at the same time underestimating Ocala's share of the market. By charting grocery sales rather than food store sales—and constructing a sales ratio for each targeted market—a more realistic picture of sales potential emerges that reflects the actual sales for the merchandise line in question.

Another example of the sharper insights that can be gained from looking at merchandise line sales is shown by the following analysis of four markets that have nearly identical levels of furniture/home furnishing/appliance (F/H/A) store sales but different levels of major household appliance sales (just one of the many merchandise lines sold through this channel of distribution).

Metro	F/H/A Stores ($ Mil.)	Major Hsld. Appliances ($ Mil.)
Bangor	$54.8	$14.9
Pittsfield	54.7	12.2
Springfield	54.5	23.2
Fort Walton Beach	54.2	16.1

As we can see from these figures, the difference between major household appliance sales in Pittsfield ($12.2

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SURVEY HIGHLIGHT

The Rise and Fall of State Buying Power, 1990-95:

The Gainers ...

STATE	1990 BPI	1995 BPI	NET GAIN
Texas	6.4282	6.7320	+ .3041
California	12.9833	13.2226	+ .2393
Florida	5.4385	5.5792	+ .1407
Louisiana	1.4799	1.5966	+ .1167
Washington	2.0255	2.1380	+ .1125
Arizona	1.3875	1.4625	+ .0750
Colorado	1.3332	1.3944	+ .0612
Oregon	1.1126	1.1692	+ .0566
Wisconsin	1.9416	1.9948	+ .0532
Oklahoma	1.0765	1.1278	+ .0513
Minnesota	1.7759	1.8238	+ .0479
Hawaii	.5198	.5666	+ .0468
Nevada	.5023	.5487	+ .0464
Utah	.5687	.6125	+ .0438
Kentucky	1.2793	1.3157	+ .0364
Arkansas	.8111	.8469	+ .0358
South Carolina	1.2440	1.2704	+ .0264
Alaska	.2446	.2668	+ .0222
Iowa	1.0364	1.0533	+ .0169
Kansas	.9721	.9873	+ .0152
New Mexico	.5119	.5261	+ .0142
Alabama	1.4017	1.4149	+ .0132
Virginia	2.6093	2.6201	+ .0108
Montana	.2799	.2901	+ .0102
South Dakota	.2512	.2598	+ .0086
North Dakota	.2361	.2421	+ .0060
Nebraska	.5929	.5976	+ .0047
Wyoming	.1581	.1622	+ .0041
Mississippi	.7964	.7975	+ .0011

... and the Losers

STATE	1990 BPI	1995 BPI	NET LOSS
New York	7.6084	7.2810	- .3274
Pennsylvania	4.7094	4.4796	- .2298
Massachusetts	2.7616	2.5802	- .1814
New Jersey	3.7525	3.5714	- .1811
Ohio	4.1227	3.9801	- .1426
Maryland	2.1395	2.0329	- .1066
Connecticut	1.5841	1.4914	- .0927
Indiana	2.0413	1.9805	- .0608
Michigan	3.6654	3.6062	- .0592
Missouri	1.9812	1.9372	- .0440
Tennessee	1.7760	1.7322	- .0438
North Carolina	2.4956	2.4028	- .0431
Georgia	2.4956	2.4741	- .0215
Illinois	4.7604	4.7424	- .0180
Washington, DC	.2639	.2462	- .0177
Rhode Island	.4102	.3948	- .0118
Maine	.5006	.4890	- .0116
West Virginia	.5771	.5659	- .0112
Vermont	.2237	.2137	- .0100
New Hampshire	.5431	.5413	- .0018
Delaware	.2919	.2904	- .0015
Idaho	.3470	.3469	- .0001

SOURCE: *Sales & Marketing Management; 1991 Survey of Media Markets.*

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million) and Springfield ($23.2 million) is considerable, presenting a far different picture of these markets than their nearly identical F/H/A store sales figures do. For a marketer of refrigerators, air conditioners, or garbage disposals, this information could spell the difference between success and failure when approaching these markets. In addition, it also shows the relative importance (or lack thereof) of F/H/A stores in the overall mix of major household appliance sales, the direct result of more and more appliances being purchased in other types of retail outlets such as department stores, discount stores, and variety stores.

Further refinement of these figures can be carried out by factoring in sales for other related merchandise lines, and if you happen to be selling furniture and sleep equipment, you may want to add a third column to these figures that shows sales in this category:

Metro	F/H/A Stores ($ Mil.)	Major Hshld. Appl. ($ Mil.)	Furn. & Sleep Equip. ($ Mil.)
Bangor	$54.8	$14.9	$21.6
Pittsfield	54.7	12.2	22.0
Springfield	54.5	23.2	34.2
Fort Walton Beach	54.2	16.1	24.2

Here, we see that furniture and sleep equipment sales account for a greater share of F/H/A store sales than household appliances; in the case of Pittsfield, the figure is nearly twice as high. By contextualizing this kind of sales information, a marketer can better evaluate a market before allocating salespeople and advertising expenditures to an area, fine-tuning the data to be sure that such investments are made equitably.

Let Us Hear From You

Many of the improvements and additions to S&MM's survey issues are a direct result of comments and suggestions we have received from our subscribers over the years. Such changes confirm *Sales & Marketing Management*'s commitment to provide our readers with the information they need to achieve greater sophistication and precision in analysis and planning.

Any questions, ideas, or suggestions you may have should be addressed to the Editorial Director for Surveys, *Sales & Marketing Management*, 633 Third Ave., New York, NY 10017.

SURVEY HIGHLIGHT

Tomorrow's Negative-Growth Markets: Rates of Decline, 1990–95

METRO	% DECLINE 1990-95	1995 POPULATION
Alexandria, LA	-1.9%	128,500
Cumberland, MD	-1.9	99,400
Jersey City, NJ	-1.9	540,300
Anderson, IN	-2.1	127,400
Terre Haute, IN	-2.1	127,600
St. Joseph, MO	-2.2	81,000
Sharon, PA	-2.5	117,500
Youngstown-Warren, OH	-2.5	477,700
Pittsburgh, PA	-2.6	1,994,400
Parkersburg-Marietta, WV-OH	-2.7	144,400
Charleston, WV	-2.8	242,300
Huntington-Ashland, WV-KY	-2.9	301,700
Beaumont-Port Arthur, TX	-3.0	348,400
Beaver County, PA	-3.2	179,100
Duluth, MN	-3.3	230,600
Davenport-Rock Island-Moline, IA-IL	-3.4	336,600
Johnstown, PA	-3.4	231,600
Kokomo, IN	-3.5	92,900
Odessa, TX	-3.5	113,900
Waterloo-Cedar Falls, IA	-4.3	139,100
Decatur, IL	-4.6	110,900
Steubenville-Weirton, OH-WV	-4.9	134,300
Wheeling, WV	-4.9	150,100
Casper, WY	-6.6	56,200
Enid, OK	-6.8	51,900
U.S. AVERAGE/TOTAL	**+ 5.0%**	**263,296,100**

SOURCE: Sales & Marketing Management; *1991 Survey of Media Markets.*

SURVEY HIGHLIGHT

S&MM Media Markets With The Most Children Aged 2 to 11

MEDIA MARKET (ADI)	POPULATION AGED 2-11	% POP. AGED 2-11
New York	2,395,000	12.8%
Los Angeles	2,231,700	15.2
Chicago	1,244,800	14.8
Philadelphia	988,900	13.8
San Francisco	794,600	13.2
Boston	740,400	12.9
Dallas-Fort Worth	728,300	15.6
Detroit	674,900	14.4
Houston	670,700	16.5
Washington, DC	644,000	13.6
Minneapolis-St. Paul	576,700	15.7
Atlanta	562,500	14.6
Cleveland	540,400	14.3
Seattle-Tacoma	526,500	14.7
Sacramento-Stockton	473,200	16.2
St. Louis	446,700	15.1
Miami-Ft. Lauderdale	425,100	12.8
Phoenix	415,100	15.4
Salt Lake City	392,100	20.9
Denver	390,000	15.1
Pittsburgh	371,700	12.6
San Diego	362,700	14.2
Baltimore	361,300	13.9
Tampa-St. Petersburg	348,600	11.8
Portland	332,400	14.9
Indianapolis	325,000	14.4

SOURCE: Sales & Marketing Management; *1991 Survey of Media Markets.*

SURVEY HIGHLIGHT

How to Construct a Custom BPI

Sales & Marketing Management's patented Buying Power Index, or BPI, has been a part of the *Survey of Buying Power* for more than 30 years, providing marketers with a standardized measurement of the relative buying power of states, metros, counties, and cities. The BPI listed in the *Survey*'s data sections is a general indicator constructed from data on total population, total Effective Buying Income (EBI), and total retail sales—the three basic categories of statistics covered by the *Survey*.

For those who need to define their markets more specifically, however, it is possible to construct a customized version of the BPI, using any of the subclassifications of statistics in the *Survey*'s three basic data fields. By selecting a Demographic component (population), an Economic component (income), and a Distribution component (retail sales), you can use the formula outlined below to convert data from individual markets into a custom BPI for your product or service.

For our purposes, we will label these three BPI components as follows: Demographic = **A**; Economic = **B**; and Distribution = **C**. Looking at each of these areas individually, here's how you might go about selecting them:

A: Demographic - First of all, you'll need to isolate the population or household-related factor that best describes your "ideal" consumer. For example, if you're selling video games, the 18-and-under age segment is a better indicator of market potential than total population. On the other hand, if your product is media-oriented (magazines, mail-order catalogs, etc.), you may want to use household counts as your demographic component.

B: Economic - The next step involves selecting the income group(s) best suited to your product. Here, the *Survey* offers you five basic ranges of household incomes, and you can easily combine two or more groups to achieve a broader spectrum of potential. For example, if you're selling a premium-priced product, you might select households with incomes of $35,000 and above.

C: Distribution - Isolating a particular store group that parallels your preferred channel of distribution is the final step in the preliminary selection process. If you're selling beer, for example, you may want to combine Eating & Drinking Place sales and Food Store sales, since these are the two largest markets for your product. On the other hand, if you're selling shampoo, Drugstores and General Merchandise stores (which includes department stores and discount stores) would be a better distribution-related indicator.

Once these three factors have been selected, you can then compute your custom BPI by following this simple four-step process:

Step 1 - For each market (region, state, metro, county, etc.), you'll first need to compare local activity to that for the U.S. as a whole, producing a ratio for each of the three BPI factors (**A-B-C**). In this example, the Demographic component (**A**) would be calculated as follows:

$$\frac{\text{Market's Pop. Under 18}}{\text{U.S. Pop. Under 18}} = X\%$$

Next, using households with EBIs of $35,000 and above as the Economic factor (**B**), we compare the market with the appropriate U.S. total:

$$\frac{\text{Market's Hshlds. w/EBIs \$35,000+}}{\text{U.S. Hshlds. w/EBIs \$35,000+}} = Y\%$$

And finally, we calculate the Distribution component (**C**) by constructing a ratio of local Food Store sales to U.S. Food Store sales:

$$\frac{\text{Market's Food Store Sales}}{\text{U.S. Food Store Sales}} = Z\%$$

Step 2 - Armed with these percentages (X-Y-Z), we are now ready to assign weights to the demographic, economic, and distribution-related components, according to their perceived importance in the selling process. In all cases, the assigned weights should be expressed in decimals (50% = .5, 30% = .3, etc.).

Since income is often cited as the most important indicator of potential purchasing power, your weighting of these factors might look something like this:

Factor **A** (Demographic) - .2 (20%)
Factor **B** (Economic) - .5 (50%)
Factor **C** (Distribution) - .3 (30%)

Step 3 - Multiplying each component ratio (X-Y-Z) by its appropriate weight and adding the resulting totals will then give you the BPI for a particular market:

$$(.2 \times X\%) + (.5 \times Y\%) + (.3 \times Z\%) = \text{BPI}$$

The fractional figure you arrive at can then be used as a relative indicator to compare the potential buying power of this market to that for the U.S. as a whole (U.S. = 100.0000.)*

Step 4 - Repeat this same procedure for each targeted market, compiling a list of markets ranked according to their BPIs. If your particular product warrants the construction of a BPI with only two factors (or possibly four or five), remember that the same principles apply in terms of weighting the various components. In other words, the percentages should still total 100%, regardless of the number of BPI components.

***Note:** *If you're selling your product in a limited number of markets, you may want to substitute the combined total of these markets for the U.S. totals in your calculations. In such a case, your BPI of 100.0000 would represent the total of these markets only.*

SAMPLE TABLES FROM THE SURVEY OF MEDIA MARKETS

SECTION II
Media Market Profiles

S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
ALABAMA													
ANNISTON	**116.2**	**43.0**	**21.7**	**1.3**	**15.9**	**10.4**	**14.6**	**18.2**	**23.7**	**30.4**	**1,220,726**	**751,821**	**.0391**
metropolitan	116.2	43.0	21.7	1.3	15.9	10.4	14.6	18.2	23.7	30.4	1,220,726	751,821	.0391
BIRMINGHAM	**1,334.4**	**504.9**	**318.1**	**5.4**	**190.5**	**115.7**	**129.8**	**212.8**	**279.8**	**367.8**	**15,208,283**	**8,922,951**	**.4714**
metropolitan	1,010.7	385.2	260.5	4.2	143.5	85.0	98.1	165.6	214.9	274.7	12,094,822	7,417,537	.3765
nonmetropolitan	323.7	119.7	57.6	1.2	47.0	30.7	31.7	47.2	64.9	93.1	3,113,461	1,505,414	.0949

SECTION III
1995 Projections

S&MM ESTIMATES

METRO AREA County	**POPULATION**					**EFFECTIVE BUYING INCOME**				**RETAIL SALES**				**BUYING POWER INDEX**	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI		1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household			
								1990	1995			1990	1995	1990	1995
ALABAMA															
ANNISTON	**116.2**	**117.2**	**.9**	**43.7**	**1.6**	**1,570,598**	**28.7**	**28,389**	**35,940**	**1,038,287**	**38.1**	**17,484**	**23,759**	**.0391**	**.0383**
Calhoun	116.2	117.2	.9	43.7	1.6	1,570,598	28.7	28,389	35,940	1,038,287	38.1	17,484	23,759	.0391	.0383
BIRMINGHAM	**911.0**	**931.5**	**2.3**	**358.2**	**3.3**	**15,031,330**	**35.2**	**32,085**	**41,964**	**9,246,738**	**36.7**	**19,517**	**25,815**	**.3439**	**.3445**
Blount	39.4	40.3	2.3	15.1	2.7	383,686	21.2	21,536	25,410	199,385	40.8	9,635	13,204	.0100	.0095
Jefferson	651.4	652.0	.1	255.0	1.4	11,210,869	34.1	33,247	43,964	7,733,065	38.4	22,224	30,326	.2640	.2640
St. Clair	50.8	55.5	9.3	19.7	9.4	615,270	31.8	25,925	31,232	228,514	25.8	10,093	11,600	.0139	.0137
Shelby	101.7	115.8	13.9	42.5	15.2	1,945,931	50.0	35,146	45,787	462,511	19.8	10,462	10,883	.0330	.0350
Walker	67.7	67.9	.3	25.9	1.2	875,574	28.3	26,654	33,806	623,283	33.1	18,293	24,065	.0230	.0223

SECTION IV
1990 Regional and State Summaries of Merchandise Line Sales

S&MM ESTIMATES

REGION State	**GROCERIES & OTHER FOODS**		**DRUGS & HEALTH & BEAUTY AIDS**		**WOMEN'S & GIRLS' CLOTHING**		**MEN'S & BOYS' CLOTHING**		**FOOTWEAR**		**MAJOR HOUSEHOLD APPLIANCES**		**FURNITURE & SLEEP EQUIPMENT**	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)
NEW ENGLAND	**19,535,542**	**18,484,942**	**4,371,313**	**2,823,101**	**6,068,453**	**3,142,070**	**3,042,721**	**1,086,168**	**1,493,890**	**1,038,270**	**1,277,686**	**589,262**	**2,233,559**	**1,763,861**
Connecticut	4,665,224	4,448,753	1,093,611	659,070	1,500,539	819,600	721,813	280,046	377,558	286,256	331,307	196,524	645,911	508,113
Maine	1,775,492	1,657,547	372,918	210,853	455,947	171,184	345,797	67,680	198,247	79,224	119,396	58,461	147,566	114,490
Massachusetts	8,859,199	8,416,094	2,047,337	1,392,036	3,049,501	1,611,799	1,418,388	528,481	658,487	480,073	530,229	218,789	1,016,360	802,234
New Hampshire	2,035,457	1,910,396	366,686	222,561	520,829	239,424	262,689	103,824	130,683	100,053	169,414	75,166	216,718	169,888
Rhode Island	1,342,971	1,264,150	336,038	247,772	376,217	211,347	191,272	82,551	89,865	66,224	88,516	21,850	135,064	106,033
Vermont	857,199	788,002	154,723	90,809	165,420	88,716	102,762	23,586	39,050	26,440	38,824	18,472	71,940	63,103
MIDDLE ATLANTIC . . .	**47,754,499**	**45,537,774**	**12,970,898**	**7,992,368**	**17,777,268**	**9,415,103**	**8,490,362**	**3,336,265**	**4,391,862**	**3,328,603**	**3,273,416**	**1,773,202**	**6,229,344**	**4,781,451**
New Jersey	10,932,754	10,568,143	2,887,689	1,608,462	4,329,795	2,391,333	1,913,302	754,060	1,030,793	770,516	720,244	385,668	1,661,515	1,316,902

DEFINITION OF TERMS IN THE SURVEY OF MEDIA MARKETS

ADI - AREA OF DOMINANT INFLUENCE: This is the formal term for what is more commonly known as a TV or broadcast market, or what is referred to in the Survey as an S&MM Media Market. Definitions for ADIs are supplied by Arbitron, the Control Data subsidiary that generates ratings for broadcast programming. Basically, ADIs are selected by totaling the viewer hours of TV stations whose signals reach a particular county, with total hours then converted to a percentage share of all viewing hours. The name of an ADI is assigned according to the market of origin of the station(s) with the largest share of viewer hours, and all counties whose largest viewer share is given to stations in that same market of origin are grouped together under that particular ADI.

NOTE: Because of the more nebulous reach of broadcast signals, ADIs don't always conform to whole-county geography like metro markets or newspaper markets. In certain cases, Arbitron splits counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single ADI, thus eliminating any geographic overlap. ADI data in the *Survey of Media Markets* cover all U.S. states, with the exception of Alaska and Hawaii. Also, the metropolitan and/or nonmetropolitan breakouts that are shown for each Media Market are based on U.S. Census Bureau criteria that identify individual counties as being part of a designated metropolitan or nonmetropolitan area, conforming to the definitions used in the August *Survey of Buying Power*.

APPAREL STORES: The Regional and State Summaries of Merchandise Line Sales on page 96 show sales for seven different merchandise lines. For two of these categories—Women's & Girls' Clothing and Footwear—sales are broken out for All Stores and also for Apparel Stores, the major channel of distribution (dollar-wise) for these merchandise lines. By definition, Apparel Stores include establishments primarily engaged in selling new clothing; shoes; hats; underwear; and related articles. They also encompass children's and infants' wear stores; bridal shops; furriers; handbag stores; lingerie stores; custom tailors; and sports apparel stores.

AUDIO EQUIPMENT, MUSICAL INSTRUMENT, AND SUPPLY SALES: This Merchandise Line Sales ranking table in Section IV shows total combined metro area sales of items such as radios; record players; tape recorders; components; parts & accessories; tapes; records; compact disks; sheet music; and all types of musical instruments. (See Merchandise Line Sales.)

AVERAGE HOUSEHOLD EBI: This figure from the Metro Market Projections in Section III shows current (1990) and projected (1995) Effective Buying Income on a per-household basis for all metro markets and their component counties. Average Household EBI is calculated by dividing the total number of households into total EBI for a given geographic area.

This figure is markedly different than the Median Household EBI figure reported in the August *Survey of Buying Power*. Because total EBI includes incomes of college, military, and other institutional-style populations housed in group quarters not considered households, a per-household average credits households with income from these groups that is not really theirs. (See Effective Buying Income.)

BLACK POPULATION: These figures in the Media Market Profiles (Section II) are updated from the 1990 Census of Population and Housing. Basically, they constitute a head-count estimate of persons who consider themselves members of the black race and who lived in a designated Media Market at the end of that year. Estimated totals are as of 12/31/90.

BUYING POWER INDEX (BPI): A weighted index that converts the Survey's three basic elements—population (the demographic factor), Effective Buying Income (the economic factor), and retail sales (the distribution factor)—into a measurement of a market's "ability to buy," expressing it as a percentage of the national total (U.S. = 100.0000). The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or media market. The BPI is one of the Survey's most important measures, used to estimate potential for mass-marketed items sold at popular prices.

NOTE: The farther a product is removed from the mass market, the greater the need for a "custom" BPI calculated by using more finely tuned demographic, economic, and distribution-related factors. A more in-depth discussion of how to calculate a custom BPI can be found in the Survey Highlights in Section I.

CONSOLIDATED METROPOLITAN STATISTICAL AREA (CMSA): The largest of the government's three-tiered classification of metro markets, a

CMSA is a large "megalopolitan" area made up of two or more component Primary Metropolitan Statistical Areas, or PMSAs.

Although the *Survey of Media Markets* reports aggregate statistics for CMSAs in Section III (Metro Market Projections), such markets are not included in the Merchandise Line Sales rankings for metro markets in Section IV, since CMSAs are made up of groups of existing metros (PMSAs) rather than counties. (See Metropolitan Statistical Area and Primary Metropolitan Statistical Area.)

COUNTY: The primary political administrative subdivision of a state, counties are widely used by marketers since 1) the most current available data below the state level is that reported for counties; 2) county boundaries are rarely altered; 3) complete national coverage can be achieved by aggregating all counties; 4) the nation's 3,139 county units provide the most easily manageable building blocks for designing sales territories; and 5) county boundaries are readily identifiable for mapping purposes.

The Metro Market Projections in Section III of the *Survey of Media Markets* follow county boundaries as defined by the 1990 Census of Population, with the following exceptions: Cibola County, NM, was created from a portion of Valencia County in 1981; La Paz County, AZ, was created from a portion of Yuma County in 1982; Northwest Arctic Borough, AK, replaced the Kobuk Census Area in 1986; Aleutians East Borough, AK, was created from parts of the Dillingham and Alleutian Islands Census Areas in 1987; and Lake and Peninsula Borough, AK, was created from parts of the Dillingham Census Area in 1989. Also, for the 1990 Census, the Aleutian Islands Census Area has been renamed Aleutians West.

NOTE: In the state of Louisiana, parishes are used in lieu of counties, and in Alaska, census areas and boroughs are utilized. The District of Columbia (Washington, DC) is treated as a single county, and in the state of Virginia, all cities are by law independent of counties, with the Survey treating them as separate county units. In addition, the cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are considered independent cities.

DEPARTMENT STORES: The Regional and State Summaries of Merchandise Line Sales on page 96 show sales for seven different merchandise lines. For one of these categories—Men's and Boys' Clothing—sales are broken out for All Stores and also for Department Stores, the major channel of distribution (dollar-wise) for this merchandise line. By definition, a Department Store is an establishment that employs 50 or more people and has combined sales of soft goods and apparel totalling at least 20% of all sales. Furthermore, the establishment must sell minimum amounts of 1) furniture, home furnishings, appliances, radios, and TV sets; 2) a general line of apparel; and 3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria.

DRUG AND HEALTH & BEAUTY AID SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of proprietary drugs, health aids, cosmetics, and other personal hygiene products, and should not be confused with sales for Drugstores, which pertain to *all* types of merchandise sold within that particular store group. (See Merchandise Line Sales.)

DRUGSTORES: This store group category is found in the Regional and State Summaries of Merchandise Line Sales in Section IV. Drugstores are listed as the major channel of distribution for Drugs and Health & Beauty Aids, one of the seven merchandise lines shown in the Regional and State Summaries table on page 96 Here, D&H&BA sales in Drugstores are shown as a subgroup of sales in All Stores.

EFFECTIVE BUYING INCOME (EBI): A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as all personal income less personal tax and non-tax payments—a number often referred to as disposable or "after-tax" income.

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

FOOD STORES: In Section IV, Food Stores appear as a subgroup of All Stores, showing sales for the Groceries and Other Foods merchandise line in this major channel of distribution.

FOOTWEAR SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of women's and girls' footwear; men's and boys' footwear; children's footwear; and footwear accessories; infants' and toddlers' footwear are not included in this category. (See Merchandise Line Sales.)

F/H/A - FURNITURE/HOME FURNISHING/APPLIANCE STORES: In Section IV, F/H/A Stores are shown as a major channel of distribution for the merchandise line categories of Major Household Appliances and Furniture and Sleep Equipment. Figures here pertain to sales for these merchandise lines as a subgroup of sales in All Stores. (See Retail Sales by Store Group.)

FURNITURE AND SLEEP EQUIPMENT SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture, including outdoor and office furniture. (See Merchandise Line Sales.)

GROCERY AND OTHER FOOD SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods purchased primarily for home consumption. Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included in this category. (See Merchandise Line Sales.)

HISPANIC POPULATION: These figures, listed in the Media Market Profiles (Section II), are updated from the 1990 Census of Population and Housing. Basically, they constitute a head count of all persons who consider themselves of Spanish or Hispanic origin or descent who lived in a designated Media Market at the end of that year. Currently, the largest subgroups in this category include Mexicans, Puerto Ricans, and Cubans, and it should be noted that persons of Hispanic origin may be of any race. Estimated totals are as of 12/31/90.

HOME COMPUTER AND CALCULATOR SALES: This Merchandise Line Sales ranking table in Section IV shows total combined metro area sales of such things as home computers; prerecorded software; diskettes; computer games; parts and accessories; calculators; and other miscellaneous electronics sold in retail outlets. Catalog and direct sales of any of these items from manufacturers are not included. (See Merchandise Line Sales.)

HOUSEHOLDS: A household consists of all the people occupying a single housing unit under the 1990 Census rules. A housing unit is defined as a house, an apartment, a group of rooms, or a single room. In addition, the members of a household need not be related, and a single person living alone in a housing unit is also considered a household.

Persons who are not counted as members of households include those living in group quarters such as institutions, college dormitories, military barracks, hospitals, and nursing homes.

NOTE: Although the total population of a given geographic area will include those people residing in group quarters, household totals do not, which means that calculations of per-household income and retail sales may not adequately reflect an area's true residential m[illegible].

MAJOR HOUSEHOLD APPLIANCE SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of such items as kitchen appliances, laundry appliances, and other major household appliances. (See Merchandise Line Sales.)

MEN'S AND BOYS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of men's, boys', young men's, and students' clothing and accessories; overcoats, topcoats, rainwear, and outerwear; suits, sport coats, formal wear, and tailored slacks; jeans and casual slacks; career apparel and work clothes; shirts and sweaters; hosiery, pajamas, robes, and underwear; sportswear; and other accessories. (See Merchandise Line Sales.)

MERCHANDISE LINE SALES: Data for the 10 merchandise line categories shown in Section IV pertain to total sales of a particular type of product, which can be sold in any number of different store groups. For example, if the dollar sales for Groceries and Other Foods sold in food stores, restaurants, department store lunch counters, snack bars, vending machines, and other related channels of distribution were aggregated, the resulting figure would represent sales for the Groceries and Other Foods merchandise line.

Because of this distinction, merchandise line sales should not be confused with store group sales, which pertain to the business volume of a particular type of retail outlet, such as Food Stores. Remember, food stores sell a lot more than just food, particularly in these days of massive cross-merchandising. In this kind of scrambled retail environment, merchandise line sales provide a more realistic estimate of a product's market share than that indicated by store group sales figures.

In addition to the Metro Market Ranking tables for each of these 10 categories, the Regional and State Summaries of Merchandise Line Sales table at the beginning of Section V shows dollar sales for seven individual merchandise lines in two contexts: All Stores and a leading store type associated with that product classification. The merchandise lines and their dominant store types are: Groceries and Other Foods in ***Food Stores***; Drugs and Health & Beauty Aids in ***Drugstores***; Women's and Girls' Clothing in ***Apparel Stores***; Men's and Boys' Clothing in ***Department Stores***; Footwear in ***Apparel Stores***; Major Household Appliances in ***Furniture/Home Furnishing/Appliance Stores***; and Furniture and Sleep Equipment in ***Furniture/Home Furnishing/Appliance Stores.***

NOTE: The merchandise line sales statistics in this year's *Survey of Media Markets* are based on newly published benchmark data from the 1987 Census of Retail Trade. Prior to this year, merchandise line sales figures reported in the *Survey* were based on data from the 1982 CRT. Naturally, whenever such an adjustment is made, trend lines are often skewed, a fact that readers' should keep in mind when comparing merchandise line sales from this year's Survey to those from prior years.

METROPOLITAN STATISTICAL AREA (MSA): The metro area definitions used in S&MM's survey issues are based on the Census Bureau's system of metropolitan area designation, incorporating any updates to the system announced since 1980.

One of the most important changes to this system was the 1983 elimination of the term Standard Metropolitan Statistical Area, or SMSA, which has been replaced by two separate but related classifications: Metropolitan Statistical Areas (MSAs) and Primary Metropolitan Statistical Areas (PMSAs). A third tier in the revised system—CMSAs, or Consolidated Metropolitan Statistical Areas—is virtually the same as the old SCSA (Standard Consolidated Statistical Area) designation, since both are made up of groups of metros rather than counties (which form the geographic boundaries of all MSAs and PMSAs).

MSA and PMSA designations follow a set of standards prepared by the Federal Committee on MSAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro-area definitions. Under the 1983 revisions, an area can qualify as an MSA in one of two ways: 1) if it contains a city with a population of at least 50,000, or 2) if it contains an "urbanized" area of at least 50,000 and the total metro-area population is 100,000 or more. In addition to the county containing the central city, an MSA may include additional counties that have close economic and social ties to the core county.

An MSA with a population of more than 1 million may qualify for designation as a Primary Metropolitan Statistical Area (PMSA) if it is contiguous with at least one other such metro, with the resulting group of two or more PMSAs forming a consolidated area, or CMSA.

MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition, due to the lack of county governments. In these states, the federal government's unofficial system of New England County Metropolitan Areas (NECMAs) is utilized by S&MM in order to ensure a uniform system of county-based geography for the dissemination of data.

The Metro Market rankings in Section IV (Merchandise Line Sales) ignore the distinctions between MSAs and PMSAs, grouping the two designations together in the interest of simplicity and consistency. And although aggregate data for CMSAs are included in the Metro Market Projections in Section III, they are not listed in the rankings in Section IV, since they are, by definition, made up of groups of existing metros.

NOTE: In accordance with our policy that recognizes only those metros and metro counties that meet formal OMB population and urbanization criteria, ***listings in the Survey of Media Markets do not include recent metro-area changes effected through legislation.*** Therefore, the newly created Decatur, AL, metro area is defined as being coextensive with Morgan County only (excluding Lawrence County), and the Wichita, KS, metro area has been redefined as Butler and Sedgwick counties, eliminating Harvey County, which was added through legislation in 1987.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA): The U.S. Office of Information and Regulatory Affairs (OIRA), part of the government's Office of Management and Budget, uses this system to define metro areas in the six New England states by applying the same criteria used in establishing MSAs in other regions. (See Metropolitan Statistical Area.)

PERCENT CHANGE: In the Metro Market Projections in Section III, a percentage change figure is included that shows the increase (or decrease) in total population, total households, total EBI, and total retail sales between 1990 and 1995. This percentage covers the whole five-year period, although an average annual rate of change can be calculated by dividing this figure by five.

POPULATION: Updated from the Census Bureau's 1990 Census of Population and Housing, Total Population is a headcount estimate of all people living in a given geographic area as of December 31, 1990. It includes people living in group quarters, such as colleges, hospitals, institutions, and nursing homes, as well as armed forces personnel permanently assigned to the area.

POPULATION BY AGE GROUP: The Media Market data in Section II show six separate age group breakouts that correspond to the major life-cycle stages of the population. For example, the 18-24-year-old age group represents the average household-forming stage; 25-34-year-olds the prime Baby Boom demographic; and the 50-and-over segment the rapidly growing retirement and elderly market. The figures shown reflect the share of total population accounted for by each group, and by adding the six figures and subtracting that total from an area's total population, the number of babies and infants (the population under age 2) can also be calculated.

PRIMARY METROPOLIATN STATISTICAL AREA (PMSA): The second level in the government's three-tiered system of metro area definitions, PMSAs are characterized as metropolitan areas having a total population of 1 million or more, anchored by a large urbanized county or cluster of counties with strong internal economic and social links. By definition, PMSAs are the components of Consolidated Metropolitan Statistical Areas (CMSAs), which are made up of two or more contiguous PMSAs. (See Metropolitan Statistical Area.)

RETAIL SALES: Total Retail Sales reflects net sales (minus refunds and allowances for returns) from all establishments primarily engaged in retail trade. Receipts from repairs and other services are also included, but retail sales by wholesalers and service establishments are not.

Retail sales totals in the *Survey of Media Markets* are updated from 1987 Census of Retail Trade benchmarks. In accordance with Census Bureau policy, they no longer include: 1) sales taxes and other taxes collected from customers, and 2) carrying charges and/or credit charges.

Also, total Retail Sales Figures in this year's *Survey of Media Markets* reflect the inclusion of Census-based data for *non-employer retailers.* This information, which refers to retail stores with no paid employees, was not available when the 1987 Census of Retail Trade benchmark figures were originally incorporated.

NOTE: Although retail sales are often used to gauge the purchasing power of the residents in a given market, they can be affected by nonresident "pollution," that is, purchases made by people not residing within the boundaries of the geographic area in question.

RETAIL SALES PER HOUSEHOLD: These figures can be found in the Metro Market Projections in Section III, with both a current (1990) total and a projected (1995) total shown for each region, state, metro, and metro county. Retail sales per household is calculated by dividing total households into total retail sales.

NOTE: Because household counts are directly assignable to a particular geographic area and retail sales figures are not (due to local purchases by nonresidents), this number is not as reliable an indicator of area purchasing power as Effective Buying Income or the Buying Power Index. (See Retail Sales.)

TELEVISION, VCR, AND TAPE SALES: This Merchandise Line Sales ranking table in Section IV shows total combined metro area sales of such items as televisions; video recorders; videotapes; and parts and accessories. (See Merchandise Line Sales.)

TOTAL METRO COUNTIES: This figure from the Metro Market Projections in Section III shows the aggregate total for all component counties of a state's designated metro areas. When charted against comparable state totals, a better feel for the mix between metro and nonmetro concentrations of population, income, and retail sales can be gained.

WOMEN'S AND GIRLS' CLOTHING SALES: Sales for this merchandise line are shown in the Regional and State Summaries table and also in a separate Metro Market Ranking table in Section IV.

This category includes sales of infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs; dresses; casual coats, jackets, rainwear, and active sportswear; women's hosiery, bras, girdles, and foundations; women's, misses' and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats and trimmings; and other women's accessories. (See Merchandise Line Sales.)

SECTION II:

MEDIA MARKET PROFILES

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Alphabetical Listing of S&MM Media Markets (also showing each county's % share of total households)

ABILENE-SWEETWATER, TEX.— Brown 12.1, Callahan 4.3, Coleman 3.7, Eastland 6.7, Fisher 1.8, Haskell 2.5, Jones 5.6, Mitchell 2.8, Nolan 5.6, Runnels 4.0, Scurry 5.8, Shackelford 1.2, Stephens 3.2, Stonewall 0.7, Taylor 39.9. Tot. Hslds.: 108,200.

ALBANY, GA.— Atkinson 1.7, Baker 1.0, Ben Hill 4.5, Berrien 3.9, Calhoun 1.4, Coffee 8.0, Colquitt 9.8, Cook 3.6, Crisp 5.5, Dougherty 25.5, Irwin 2.3, Lanier 1.5, Lee 4.0, Mitchell 5.1, Telfair 3.0, Terrell 2.8, Tift 9.2, Turner 2.3, Worth 5.2. Tot. Hslds.: 133,300.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 10.7; N.Y.: Albany 22.9, Columbia 4.7, Fulton 4.1, Greene 3.3, Hamilton 0.4, Montgomery 4.0, Rensselaer 11.4, Saratoga 13.4, Schenectady 11.7, Schoharie 2.2, Warren 4.5, Washington 4.0; VT.: Bennington 2.7. Tot. Hslds.: 507,800.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 2.4; COLO.: Alamosa 0.9, Archuleta 0.4, Conejos 0.5, Montezuma 1.3, Rio Grande 0.8, Saguache 0.3; N.M.: Bernalillo 37.3, Catron 0.2, Chaves 4.1, Cibola 1.4, Colfax 1.0, De Baca 0.2, Eddy 3.4, Grant 1.9, Guadalupe 0.3, Harding 0.1, Hidalgo 0.4, Lea (northern portion) 3.4, Lincoln 0.9, Los Alamos 1.4, McKinley 3.3, Mora 0.3, Otero 3.6, Rio Arriba 2.3, Roosevelt 1.2, Sandoval 4.3, San Juan 5.6, San Miguel 1.7, Santa Fe 7.6, Sierra 0.9, Socorro 1.0, Taos 1.7, Torrance 0.7, Valencia 3.0. Tot. Hslds.: 508,200.

ALEXANDRIA, LA.— Avoyelles 15.8, Grant 7.4, Rapides 54.0, Vernon 22.8. Tot. Hslds.: 84,700.

ALPENA, MICH.— Alcona 26.7, Alpena 73.3. Tot. Hslds.: 16,100.

AMARILLO, TEX.— N.M.: Curry 9.0, Quay 2.5, Union 1.0; OKLA.: Cimarron 0.8, Texas 3.6; TEX.: Armstrong 0.5, Briscoe 0.5, Carson 1.4, Castro 1.7, Childress 1.4, Collingsworth 0.8, Cottle 0.5, Dallam 1.3, Deaf Smith 3.6, Donley 0.9, Gray 5.6, Hall 1.0, Hansford 1.3, Hartley 0.8, Hemphill 0.8, Hutchinson 5.7, Lipscomb 0.7, Moore 3.6, Ochiltree 1.9, Oldham 0.4, Parmer 1.9, Potter 22.1, Randall 20.8, Roberts 0.2, Sherman 0.6, Swisher 1.7, Wheeler 1.4. Tot. Hslds.: 167,900.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 43,000.

ARDMORE-ADA, OKLA.— Atoka 6.4, Bryan 17.9, Carter 23.3, Choctaw 8.5, Coal 3.3, Johnston 5.4, Love 4.3, Marshall 6.1, Pontotoc 18.9, Pushmataha 8.1. Tot. Hslds.: 70,500.

ATLANTA, GA.— ALA.: Cherokee 0.5, Randolph 0.5; GA.: Banks 0.3, Barrow 0.8, Bartow 1.4, Butts 0.3, Carroll 1.8, Chattooga 0.6, Cherokee 2.3, Clarke 2.3, Clayton 4.6, Cobb 12.4, Coweta 1.4, Dawson 0.2, De Kalb 14.9, Douglas 1.7, Fayette 1.5, Floyd 2.1, Forsyth 1.2, Fulton 18.4, Gilmer 0.4, Gordon 0.9, Greene 0.3, Gwinnett 9.3, Habersham 0.7, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.5, Jackson 0.8, Jasper 0.2, Lamar 0.3, Lumpkin 0.4, Meriwether 0.5, Morgan 0.3, Newton 1.0, Oconee 0.4, Oglethorpe 0.3, Paulding 1.0, Pickens 0.4, Pike 0.3, Polk 0.9, Putnam 0.4, Rabun 0.3, Rockdale 1.3, Spalding 1.4, Towns 0.2, Troup 1.4, Union 0.3, Upson 0.7, Walton 1.0, White 0.3; N.C.: Clay 0.2. Tot. Hslds.: 1,431,000.

AUGUSTA, GA.— Burke 3.4, Columbia 11.1, Emanuel 3.6, Glascock 0.4, Jefferson 3.0, Jenkins 1.4, Lincoln 1.3, McDuffie 3.6, Richmond 33.8, Taliaferro 0.3, Warren 1.0, Wilkes 2.0; S.C.: Aiken 22.3, Allendale 1.9, Bamberg 2.8, Barnwell 3.5, Edgefield 3.2, McCormick 1.3. Tot. Hslds.: 203,200.

AUSTIN, TEX.— Bastrop 3.7, Blanco 0.6, Burnet 2.5, Caldwell 2.4, Fayette 2.2, Gillespie 1.8, Hays 6.1, Lee 1.3, Llano 1.4, Mason 0.4, Travis 64.1, Williamson 13.5. Tot. Hslds.: 370,800.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 161,200.

BALTIMORE, MD.— Anne Arundel 15.8, Baltimore 28.4, Baltimore city 28.8, Caroline 1.1, Carroll 4.5, Cecil 2.6, Dorchester 1.3, Harford 6.8, Howard 7.4, Kent 0.7, Queen Anne's 1.3, Talbot 1.3. Tot. Hslds.: 955,400.

BANGOR, MAINE— Hancock 14.8, Penobscot 43.5, Piscataquis 5.8, Somerset 15.0, Waldo 10.1, Washington 10.8. Tot. Hslds.: 125,900.

BATON ROUGE, LA.— Ascension 7.7, Assumption 2.9, East Baton Rouge 54.9, East Feliciana 2.2, Iberville 3.9, Livingston 9.5, Pointe Coupee 3.1, St. Helena 1.3, St. Mary 7.6, West Baton Rouge 2.6, West Feliciana 1.1; MISS.: Amite 1.9, Wilkinson 1.3. Tot. Hslds.: 251,900.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 9.2, Jasper 7.1, Jefferson 56.1, Newton 3.1, Orange 18.0, Sabine 2.5, Tyler 4.0. Tot. Hslds.: 160,200.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 29,800.

BILLINGS-HARDIN, MONT.— Big Horn 3.9, Carbon 3.7, Custer 5.3, Garfield 0.7, Golden Valley 0.3, Musselshell 1.9, Park 6.5, Petroleum 0.2, Powder River 0.9, Prairie 0.6, Rosebud 4.1, Stillwater 2.9, Sweet Grass 1.5, Treasure 0.3, Wheatland 0.9, Yellowstone 51.6; WYO.: Big Horn 4.4, Park 10.1. Tot. Hslds.: 86,200.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Greene 3.1, Harrison 55.7, Jackson 37.8, Stone 3.5. Tot. Hslds.: 106,900.

BINGHAMTON, N.Y.— Broome 51.0, Chenango 12.1, Delaware 11.1, Tioga 11.8; PA.: Bradford 14.1. Tot. Hslds.: 160,100.

BIRMINGHAM, ALA.— Bibb 1.1, Blount 2.9, Chilton 2.4, Clay 1.0, Cleburne 1.0, Coosa 0.8, Cullman 5.1, Etowah 7.6, Fayette 1.3, Greene 0.7, Hale 1.1, Jefferson 49.8, Marion 2.3, St. Clair 3.6, Shelby 7.3, Talladega 5.2, Walker 5.1, Winston 1.7. Tot. Hslds.: 804,900.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.6, Tazewell 12.5; W.VA.: Fayette 13.1, Greenbrier 9.9, McDowell 9.0, Mercer 18.2, Monroe 3.4, Raleigh 21.0, Summers 3.8, Wyoming 7.5. Tot. Hslds.: 137,800.

BOISE, IDA.— Ada 51.9, Adams 0.8, Boise 0.9, Camas 0.2, Canyon 20.7, Elmore 4.7, Gem 2.9, Owyhee 1.9, Payette 4.0, Valley 1.6, Washington 2.1; ORE.: Grant 2.1, Malheur 6.2. Tot. Hslds.: 151,100.

BOSTON, MASS.— Barnstable 3.7, Essex 11.8, Middlesex 24.3, Nantucket 0.1, Norfolk 10.7, Plymouth 7.0, Suffolk 12.3, Worcester 12.3; N.H.: Belknap 0.9, Cheshire 1.2, Hillsborough 5.9, Merrimack 2.1, Rockingham 4.3, Strafford 1.8, Sullivan 0.7; VT.: Windham 0.8. Tot. Hslds.: 2,137,900.

BOWLING GREEN, KY.— Adair 12.6, Butler 9.1, Edmonson 8.2, Metcalfe 7.4, Warren 62.7. Tot. Hslds.: 46,100.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Knott 2.0, Leslie 1.6, Letcher 3.2; N.C.: Ashe 3.0, Avery 1.8; TENN.: Carter 6.8, Greene 7.2, Hawkins 5.8, Johnson 1.8, Sullivan 19.1, Unicoi 2.2, Washington 12.1; VA.: Bristol city 2.5, Buchanan 3.7, Dickenson 2.2, Lee 3.1, Norton city 0.6, Russell 3.5, Scott 3.0, Smyth 4.1, Washington 5.9, Wise 4.8. Tot. Hslds.: 297,800.

BUFFALO, N.Y.— Allegany 2.7, Cattaraugus 4.8, Chautauqua 8.4, Erie 59.2, Genesee 3.4, Niagara 13.3, Orleans 2.3, Wyoming 2.2; PA.: McKean 2.8, Potter 1.0. Tot. Hslds.: 635,700.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 12.1, Essex 5.7, Franklin 6.7; VT.: Addison 4.8, Caledonia 4.3, Chittenden 20.3, Essex 1.0, Franklin 6.0, Grand Isle 0.8, Lamoille 3.1, Orange 3.9, Orleans 3.7, Rutland 9.9, Washington 8.7, Windsor 9.0. Tot. Hslds.: 241,800.

BUTTE, MONT.— Beaverhead 6.4, Broadwater 2.6, Deer Lodge 8.0, Gallatin 38.3, Granite 2.0, Jefferson 5.8, Madison 4.8, Powell 4.4, Silver Bow 27.7. Tot. Hslds.: 49,900.

CASPER-RIVERTON, WYO.— Converse 9.5, Fremont 28.8, Hot Springs 4.6, Natrona 57.1. Tot. Hslds.: 41,000.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— Allamakee 1.7, Benton 2.8, Black Hawk 15.4, Bremer 2.7, Buchanan 2.5, Butler 2.0, Chickasaw 1.7, Clayton 2.4, Delaware 2.1, Dubuque 10.2, Fayette 2.8, Grundy 1.6, Iowa 1.9, Johnson 12.1, Jones 2.3, Keokuk 1.5, Linn 21.8, Tama 2.2, Washington 2.5, Winneshiek 2.4; WISC.: Grant 5.7. Tot. Hslds.: 302,000.

CHARLESTON, S.C.— Berkeley 19.5, Charleston 49.0, Colleton 5.5, Dorchester 13.1, Georgetown 7.4, Williamsburg 5.5. Tot. Hslds.: 221,500.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 4.2, Carter 1.9, Elliott 0.5, Floyd 3.3, Greenup 2.9, Johnson 1.8, Lawrence 1.1, Lewis 1.0, Magoffin 0.9, Martin 0.9, Morgan 0.9, Pike 5.5; OHIO: Athens 4.3, Gallia 2.4, Jackson 2.4, Lawrence 4.9, Meigs 1.8, Scioto 6.3, Vinton 0.9; W.VA.: Boone 2.0, Cabell 8.3, Calhoun 0.6, Clay 0.8, Jackson 2.0, Kanawha 17.9, Lincoln 1.6, Logan 3.2, Mason 2.0, Mingo 2.5, Nicholas 2.1, Pleasants 0.6, Putnam 3.4, Roane 1.2, Wayne 3.3, Wirt 0.4. Tot. Hslds.: 468,800.

CHARLOTTE, N.C.— Alexander 1.4, Anson 1.2, Burke 4.0, Cabarrus 5.2, Caldwell 3.7, Catawba 6.3, Cleveland 4.4, Gaston 9.0, Iredell 4.9, Lincoln 2.6, Mecklenburg 28.0, Richmond 2.3, Rowan 5.8, Stanly 2.7, Union 4.1, Watauga 1.9; S.C.: Chester 1.6, Chesterfield 1.9, Lancaster 2.7, York 6.5. Tot. Hslds.: 733,700.

CHARLOTTESVILLE, VA.— Albemarle 60.6, Charlottesville city 39.4. Tot. Hslds.: 40,900.

CHATTANOOGA, TENN.— ALA.: Jackson 5.9; GA.: Catoosa 5.2, Dade 1.5, Fannin 2.1, Murray 3.1, Walker 7.1, Whitfield 8.9; N.C.: Cherokee 2.6; TENN.: Bledsoe 1.1, Bradley 9.1, Grundy 1.6, Hamilton 36.7, McMinn 5.4, Marion 3.0, Meigs 1.0, Polk 1.7, Rhea 3.0, Sequatchie 1.1. Tot. Hslds.: 305,900.

CHEYENNE-SCOTTSBLUFF (STERLING), WYO.— NEB.: Scotts Bluff 33.2; WYO.: Laramie 66.8. Tot. Hslds.: 42,200.

CHICAGO, ILL.— Cook 62.1, De Kalb 0.9, Du Page 9.4, Grundy 0.4, Kane 3.6, Kankakee 1.1, Kendall 0.4, Lake 5.9, La Salle 1.4, McHenry 2.1, Will 3.9; IND.: Jasper 0.3, Lake 5.6, La Porte 1.3, Newton 0.2, Porter 1.5. Tot. Hslds.: 3,024,000.

CHICO-REDDING, CALIF.— Butte 44.6, Glenn 5.4, Shasta 35.2, Tehama 11.6, Trinity 3.2. Tot. Hslds.: 163,800.

CINCINNATI, OHIO— IND.: Dearborn 1.8, Fayette 1.3, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3; KY.: Boone 2.7, Bracken 0.4, Campbell 4.1, Gallatin 0.3, Grant 0.7, Kenton 6.9, Mason 0.9, Owen 0.4, Pendleton 0.6; OHIO: Adams 1.2, Brown 1.6, Butler 13.9, Clermont 7.0, Clinton 1.7, Hamilton 44.5, Highland 1.7, Warren 5.2. Tot. Hslds.: 761,700.

CLARKSBURG-WESTON, W.VA.— Barbour 5.4, Braxton 4.6, Doddridge 2.4, Gilmer 2.5, Harrison 25.1, Lewis 6.1, Marion 21.0, Randolph 9.7, Ritchie 3.7, Taylor 5.3, Tucker 2.8, Upshur 7.6, Webster 3.7. Tot. Hslds.: 106,600.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.6, Carroll 0.7, Cuyahoga 39.1, Erie 2.0, Geauga 1.9, Holmes 0.7, Huron 1.4, Lake 5.6, Lorain 6.7, Medina 2.9, Portage 3.5, Richland 3.3, Stark 9.7, Summit 14.0, Tuscarawas 2.2, Wayne 2.5. Tot. Hslds.: 1,433,100.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.8, Bent 0.8, Cheyenne 0.4, Crowley 0.5, Custer 0.3, El Paso 63.0, Fremont 5.0, Huerfano 1.0, Kiowa 0.3, Las Animas 2.3, Lincoln 0.8, Otero 3.1, Prowers 2.1, Pueblo 19.8. Tot. Hslds.: 238,400.

COLUMBIA, S.C.— Calhoun 1.6, Clarendon 3.3, Fairfield 2.6, Kershaw 5.5, Lee 2.1, Lexington 21.8, Newberry 4.3, Orangeburg 10.1, Richland 35.3, Saluda 2.0, Sumter 11.4. Tot. Hslds.: 289,000.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 6.8, Boone 31.6, Callaway 8.7, Chariton 2.7, Cole 17.3, Cooper 4.0, Howard 2.7, Maries 2.2, Miller 6.0, Moniteau 3.4, Morgan 4.7, Osage 3.2, Randolph 6.7. Tot. Hslds.: 133,600.

COLUMBUS, GA.— ALA.: Barbour 5.1, Chambers 7.6, Lee 18.4, Russell 9.7; GA.: Chattahoochee 1.6, Clay 0.7, Harris 3.6, Macon 2.4, Marion 1.1, Muscogee 36.8, Quitman 0.5, Randolph 1.6, Schley 0.7, Stewart 1.1, Sumter 5.8, Talbot 1.3, Taylor 1.6, Webster 0.4. Tot. Hslds.: 180,600.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 3.5, Pickens 4.4; MISS.: Calhoun 3.3, Chickasaw 3.8, Choctaw 1.9, Clay 4.2, Grenada 4.5, Itawamba 4.4, Lee 14.4, Lowndes 12.4, Monroe 7.8, Montgomery 2.6, Noxubee 2.4, Oktibbeha 7.5, Pontotoc 4.9, Prentiss 5.0, Tishomingo 4.1, Webster 2.2, Winston 4.1, Yalobusha 2.7. Tot. Hslds.: 171,700.

COLUMBUS, OHIO— Coshocton 1.9, Crawford 2.7, Delaware 3.4, Fairfield 5.4, Fayette 1.5, Franklin 55.2, Hardin 1.6, Hocking 1.4, Knox 2.5, Licking 6.9, Madison 1.7, Marion 3.4, Morgan 0.8, Morrow 1.4, Perry 1.6, Pickaway 2.3, Pike 1.3, Ross 3.5, Union 1.6. Tot. Hslds.: 682,300.

CORPUS CHRISTI, TEX.— Aransas 4.1, Bee 5.0, Brooks 1.6, Duval 2.4, Jim Hogg 1.0, Jim Wells 7.0, Kenedy 0.1, Kleberg 5.8, Live Oak 2.0, Nueces 58.4, Refugio 1.7, San Patricio 10.9. Tot. Hslds.: 171,100.

DALLAS-FT. WORTH, TEX.— Anderson 0.8, Bosque 0.3, Collin 5.7, Comanche 0.3, Cooke 0.7, Dallas 40.8, Delta 0.1, Denton 6.1, Ellis 1.7, Erath 0.6, Fannin 0.6, Freestone 0.3, Grayson 2.1, Hamilton 0.2, Henderson 1.3, Hill 0.6, Hood 0.7, Hopkins 0.6, Hunt 1.4, Jack 0.2, Johnson 2.0, Kaufman 1.0, Lamar 1.0, Navarro 0.9, Palo Pinto 0.5, Parker 1.4, Rains 0.2, Rockwall 0.5, Somervell 0.1, Tarrant 25.7, Van Zandt 0.8, Wise 0.7. Tot. Hslds.: 1,741,500.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.5, Carroll 2.2, Henderson 1.1, Henry 6.4, Jo Daviess 2.7, Knox 7.2, Mercer 2.2, Rock Island 19.4, Warren 2.4, Whiteside 7.5; IOWA: Cedar 2.2, Clinton 6.5, Des Moines 5.6, Henry 2.4, Jackson 2.5, Louisa 1.4, Muscatine 4.9, Scott 18.9. Tot. Hslds.: 302,000.

DAYTON, OHIO— IND.: Wayne 5.5; OHIO: Auglaize 3.2, Champaign 2.7, Clark 11.0, Darke 3.9, Greene 9.7, Logan 3.2, Mercer 2.7, Miami 6.9, Montgomery 45.2, Preble 2.9, Shelby 3.1. Tot. Hslds.: 501,400.

DENVER, COLO.— Adams 9.6, Arapahoe 15.5, Boulder 8.8, Chaffee 0.5, Clear Creek 0.3, Costilla 0.1, Denver 20.7, Douglas 2.1, Eagle 0.8, Elbert 0.3, Garfield 1.1, Gilpin 0.1, Grand 0.3, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 16.6, Kit Carson 0.3, Lake 0.2, Larimer 7.1, Logan 0.7, Mineral 0.0, Moffat 0.4, Morgan 0.8, Park 0.3, Phillips 0.2, Pitkin 0.6, Rio Blanco 0.2, Routt 0.5, San Juan 0.0, Sedgwick 0.1, Summit 0.5, Teller 0.5, Washington 0.2, Weld 4.7, Yuma 0.3; NEB.: Cheyenne 0.4, Dawes 0.3, Deuel 0.1, Garden 0.1, Kimball 0.2; WYO.: Albany 1.2, Campbell 1.0, Carbon 0.6, Goshen 0.5, Johnson 0.2, Niobrara [illegible], Platte 0.3. Tot. Hslds.: 1,012,900.

DES MOINES, IOWA— **Adair** 0.9, **Appenoose** 1.5, **Audubon** 0.8, **Boone** 2.6, **Calhoun** 1.2, **Carroll** 2.1, **Clarke** 0.9, **Dallas** 3.1, **Decatur** 0.8, **Franklin** 1.2, **Greene** 1.1, **Guthrie** 1.2, **Hamilton** 1.7, **Hardin** 2.0, **Humboldt** 1.2, **Jasper** 3.7, **Lucas** 1.0, **Madison** 1.3, **Mahaska** 2.2, **Marion** 2.9, **Marshall** 4.0, **Monroe** 0.9, **Pocahontas** 1.0, **Polk** 35.2, **Poweshiek** 1.9, **Ringgold** 0.6, **Story** 7.0, **Union** 1.4, **Wapello** 3.9, **Warren** 3.4, **Wayne** 0.8, **Webster** 4.3, **Wright** 1.6; **MO.: Mercer** 0.4. **Tot. Hslds.: 370,000.**

DETROIT, MICH.— **Lapeer** 1.4, **Livingston** 2.3, **Macomb** 15.4, **Monroe** 2.7, **Oakland** 24.0, **St. Clair** 3.1, **Washtenaw** 6.1, **Wayne** 44.9. **Tot. Hslds.: 1,726,300.**

DOTHAN, ALA.— **Coffee** 17.2, **Dale** 19.9, **Geneva** 10.3, **Henry** 6.5, **Houston** 34.9; **FLA.: Holmes** 6.5; **GA.: Early** 4.7. **Tot. Hslds.: 89,100.**

DULUTH-SUPERIOR, MINN.— **MICH.: Gogebic** 4.3; **MINN.: Aitkin** 3.0, **Carlton** 6.4, **Cook** 0.9, **Itasca** 9.0, **Koochiching** 3.5, **Lake** 2.5, **St. Louis** 45.8; **WISC.: Ashland** 3.7, **Bayfield** 3.3, **Douglas** 9.6, **Iron** 1.5, **Sawyer** 3.3, **Washburn** 3.2. **Tot. Hslds.: 170,800.**

EL CENTRO-YUMA, CALIF.— **ARIZ.: Yuma** 52.2; **CALIF.: Imperial** 47.8. **Tot. Hslds.: 88,900.**

EL PASO, TEX.— **N.M.: Dona Ana** 19.6, **Luna** 2.9; **TEX.: El Paso** 77.1, **Hudspeth** 0.4. **Tot. Hslds.: 235,700.**

ELMIRA, N.Y.-- **Chemung** 40.3, **Steuben** 42.6; **PA.: Tioga** 17.1. **Tot. Hslds.: 87,800.**

ERIE, PA.— **Crawford** 21.0, **Erie** 66.4, **Forest** 1.2, **Warren** 11.3. **Tot. Hslds.: 152,600.**

EUGENE, ORE.— **Benton** 13.2, **Coos** 12.2, **Douglas** 18.2, **Lane** 56.3. **Tot. Hslds.: 197,800.**

EUREKA, CALIF.— **Del Norte** 14.9, **Humboldt** 85.1. **Tot. Hslds.: 55,000.**

EVANSVILLE, IND.— **ILL.: Edwards** 1.1, **Wabash** 1.9, **Wayne** 2.6, **White** 2.6; **IND.: Dubois** 5.0, **Gibson** 4.7, **Perry** 2.6, **Pike** 1.9, **Posey** 3.6, **Spencer** 2.7, **Vanderburgh** 25.4, **Warrick** 6.1; **KY.: Daviess** 12.6, **Hancock** 1.1, **Henderson** 6.3, **Hopkins** 6.8, **McLean** 1.4, **Muhlenberg** 4.4, **Ohio** 3.0, **Union** 2.1, **Webster** 2.0. **Tot. Hslds.: 282,100.**

FARGO, N.D.— **MINN.: Becker** 4.9, **Clay** 8.1, **Clearwater** 1.4, **Kittson** 1.0, **Lake of the Woods** 0.7, **Mahnomen** 0.8, **Marshall** 2.0, **Norman** 1.4, **Otter Tail** 9.1, **Pennington** 2.4, **Polk** 5.5, **Red Lake** 0.8, **Roseau** 2.6, **Wilkin** 1.3; **N.D.: Barnes** 2.3, **Benson** 1.1, **Cass** 18.9, **Cavalier** 1.1, **Dickey** 1.1, **Eddy** 0.6, **Foster** 0.7, **Grand Forks** 11.9, **Griggs** 0.6, **La Moure** 0.9, **Nelson** 0.8, **Pembina** 1.6, **Ramsey** 2.3, **Ransom** 1.1, **Richland** 3.0, **Sargent** 0.8, **Steele** 0.5, **Stutsman** 4.0, **Towner** 0.7, **Traill** 1.5, **Walsh** 2.4. **Tot. Hslds.: 214,900.**

FLAGSTAFF, ARIZ.— **Coconino** 100.0. **Tot. Hslds.: 30,800.**

FLINT-SAGINAW-BAY CITY, MICH.— **Arenac** 1.3, **Bay** 9.2, **Clare** 2.2, **Genesee** 35.3, **Gladwin** 1.8, **Gratiot** 3.0, **Huron** 2.9, **Iosco** 2.5, **Isabella** 3.9, **Midland** 6.2, **Ogemaw** 1.6, **Saginaw** 17.1, **Sanilac** 3.2, **Shiawassee** 5.5, **Tuscola** 4.3. **Tot. Hslds.: 455,100.**

FLORENCE-MYRTLE BEACH, S.C.— **Darlington** 14.6, **Dillon** 6.6, **Florence** 26.7, **Horry** 37.7, **Marion** 7.8, **Marlboro** 6.7. **Tot. Hslds.: 151,100.**

FT. MYERS-NAPLES, FLA.— **Charlotte** 18.6, **Collier** 23.7, **Glades** 1.1, **Hendry** 3.2, **Lee** 53.5. **Tot. Hslds.: 270,000.**

FT. SMITH, ARK.— **Benton** 20.4, **Crawford** 8.3, **Franklin** 3.0, **Logan** 4.1, **Madison** 2.3, **Scott** 2.1, **Sebastian** 21.1, **Washington** 23.4; **OKLA.: Le Flore** 8.6, **Sequoyah** 6.6. **Tot. Hslds.: 187,300.**

FT. WAYNE, IND.— **Adams** 4.5, **Allen** 48.9, **De Kalb** 5.5, **Huntington** 5.5, **Jay** 3.5, **Noble** 5.9, **Steuben** 4.4, **Wabash** 5.4, **Wells** 4.1, **Whitley** 4.3; **OHIO: Paulding** 3.1, **Van Wert** 4.9. **Tot. Hslds.: 232,800.**

FRESNO-VISALIA, CALIF.— **Fresno** 50.5, **Kings** 6.7, **Madera** 6.6, **Mariposa** 1.3, **Merced** 12.6, **Tulare** 22.3. **Tot. Hslds.: 447,900.**

GAINESVILLE, FLA.— **Alachua** 80.3, **Dixie** 4.4, **Gilchrist** 3.8, **Levy** 11.5. **Tot. Hslds.: 88,900.**

GRAND JUNCTION-DURANGO, COLO.— **Delta** 12.1, **La Plata** 17.6, **Mesa** 53.2, **Montrose** 13.7, **Ouray** 1.3, **San Miguel** 2.2. **Tot. Hslds.: 68,800.**

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— **Allegan** 5.2, **Barry** 2.9, **Branch** 2.4, **Calhoun** 8.5, **Ionia** 3.1, **Kalamazoo** 13.7, **Kent** 29.9, **Montcalm** 3.1, **Muskegon** 9.5, **Newaygo** 2.3, **Oceana** 1.3, **Ottawa** 10.4, **St. Joseph** 3.5, **Van Buren** 4.2. **Tot. Hslds.: 613,100.**

GREAT FALLS, MONT.— **Blaine** 3.8, **Cascade** 47.6, **Chouteau** 3.2, **Fergus** 7.3, **Glacier** 6.0, **Hill** 10.1, **Judith Basin** 1.4, **Liberty** 1.3, **Meagher** 1.1, **Phillips** 3.0, **Pondera** 3.5, **Teton** 3.6, **Toole** 3.0, **Valley** 5.1. **Tot. Hslds.: 63,200.**

GREEN BAY-APPLETON, WISC.— **MICH.: Delta** 3.8, **Dickinson** 2.8, **Menominee** 2.6, **Schoolcraft** 0.9; **WISC.: Brown** 19.1, **Calumet** 3.1, **Door** 2.7, **Fond du Lac** 8.6, **Green Lake** 1.9, **Kewaunee** 1.8, **Manitowoc** 7.9, **Marinette** 4.1, **Menominee** 0.3, **Oconto** 3.0, **Outagamie** 13.4, **Shawano** 3.6, **Waupaca** 4.5, **Waushara** 2.0, **Winnebago** 14.0. **Tot. Hslds.: 381,000.**

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— **Alamance** 8.2, **Alleghany** 0.7, **Caswell** 1.4, **Davidson** 9.4, **Davie** 2.1, **Forsyth** 20.6, **Guilford** 26.4, **Montgomery** 1.6, **Randolph** 7.9, **Rockingham** 6.4, **Stokes** 2.7, **Surry** 4.6, **Wilkes** 4.4, **Yadkin** 2.3; **VA.: Patrick** 1.3. **Tot. Hslds.: 525,800.**

GREENVILLE-NEW BERN-WASHINGTON, N.C.— **Beaufort** 7.2, **Bertie** 3.3, **Carteret** 9.5, **Craven** 13.2, **Duplin** 6.6, **Greene** 2.4, **Hyde** 0.9, **Jones** 1.6, **Lenoir** 9.7, **Martin** 4.1, **Onslow** 18.3, **Pamlico** 2.0, **Pitt** 18.2, **Tyrrell** 0.7, **Washington** 2.3. **Tot. Hslds.: 225,500.**

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— **GA.: Elbert** 1.1, **Franklin** 1.0, **Hart** 1.1, **Madison** 1.2, **Stephens** 1.4; **N.C.: Buncombe** 10.9, **Graham** 0.4, **Haywood** 2.9, **Henderson** 4.4, **Jackson** 1.5, **McDowell** 2.1, **Macon** 1.5, **Madison** 1.0, **Mitchell** 0.9, **Polk** 0.9, **Rutherford** 3.4, **Swain** 0.6, **Transylvania** 1.5, **Yancey** 0.9; **S.C.: Abbeville** 1.3, **Anderson** 8.5, **Cherokee** 2.5, **Greenville** 18.9, **Greenwood** 3.5, **Laurens** 3.2, **Oconee** 3.5, **Pickens** 5.2, **Spartanburg** 13.0, **Union** 1.7. **Tot. Hslds.: 657,100.**

GREENWOOD-GREENVILLE, MISS.— **ARK.: Chicot** 7.3; **MISS.: Bolivar** 17.5, **Carroll** 4.4, **Humphreys** 5.2, **Leflore** 16.7, **Sunflower** 12.7, **Tallahatchie** 6.6, **Washington** 29.8. **Tot. Hslds.: 75,600.**

HAGERSTOWN, MD.— **Washington** 100.0. **Tot. Hslds.: 45,000.**

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— **Adams** 5.2, **Cumberland** 13.5, **Dauphin** 17.5, **Juniata** 1.4, **Lancaster** 28.1, **Lebanon** 7.8, **Perry** 2.8, **York** 23.7. **Tot. Hslds.: 547,000.**

HARRISONBURG, VA.— **Augusta** 22.8, **Harrisonburg city** 11.8, **Page** 9.2, **Rockingham** 23.8, **Staunton city** 10.8, **Waynesboro city** 8.7; **W.VA.: Grant** 4.4, **Hardy** 4.9, **Pendleton** 3.5. **Tot. Hslds.: 57,900.**

HARTFORD-NEW HAVEN, CONN.— **Hartford** 35.1, **Litchfield** 7.2, **Middlesex** 5.9, **New Haven** 32.9, **New London** 10.1, **Tolland** 4.8, **Windham** 4.1. **Tot. Hslds.: 931,200.**

HELENA, MONT.— **Lewis and Clark** 100.0. **Tot. Hslds.: 18,700.**

HOUSTON, TEX.— **Austin** 0.5, **Brazoria** 4.4, **Calhoun** 0.5, **Chambers** 0.5, **Colorado** 0.5, **Fort Bend** 5.0, **Galveston** 5.6, **Grimes** 0.4, **Harris** 71.1, **Jackson** 0.3, **Liberty** 1.3, **Matagorda** 0.9, **Montgomery** 4.5, **Polk** 0.8, **San Jacinto** 0.4, **Walker** 1.0, **Waller** 0.5, **Washington** 0.7, **Wharton** 1.0. **Tot. Hslds.: 1,452,100.**

HUNTSVILLE-DECATUR-FLORENCE, ALA.— **Colbert** 7.0, **De Kalb** 7.4, **Franklin** 3.8, **Lauderdale** 10.9, **Lawrence** 4.0, **Limestone** 7.0, **Madison** 32.7, **Marshall** 9.9, **Morgan** 13.5; **TENN.: Lincoln** 3.8. **Tot. Hslds.: 282,800.**

IDAHO FALLS-POCATELLO, IDA.— **Bannock** 21.9, **Bingham** 10.9, **Bonneville** 23.0, **Butte** 0.9, **Caribou** 2.1, **Cassia** 5.9, **Clark** 0.3, **Custer** 1.4, **Fremont** 3.2, **Jefferson** 4.6, **Lemhi** 2.6, **Madison** 5.5, **Minidoka** 6.0, **Power** 2.3, **Teton** 1.0; **WYO.: Lincoln** 3.9, **Teton** 4.4. **Tot. Hslds.: 106,400.**

INDIANAPOLIS, IND.— **Bartholomew** 2.8, **Benton** 0.4, **Blackford** 0.6, **Boone** 1.6, **Brown** 0.6, **Carroll** 0.8, **Cass** 1.7, **Clinton** 1.3, **Decatur** 1.0, **Delaware** 5.2, **Fountain** 0.8, **Grant** 3.2, **Hamilton** 4.6, **Hancock** 1.9, **Hendricks** 3.1, **Henry** 2.2, **Howard** 3.6, **Johnson** 3.7, **Madison** 5.8, **Marion** 37.3, **Miami** 1.6, **Monroe** 4.6, **Montgomery** 1.5, **Morgan** 2.3, **Owen** 0.8, **Putnam** 1.2, **Randolph** 1.2, **Rush** 0.8, **Shelby** 1.7, **Tipton** 0.7, **Warren** 0.3, **White** 1.0. **Tot. Hslds.: 858,500.**

JACKSON, MISS.— **Adams** 4.7, **Attala** 2.5, **Claiborne** 1.2, **Copiah** 3.3, **Franklin** 1.1, **Hinds** 32.6, **Holmes** 2.6, **Issaquena** 0.2, **Jefferson** 1.0, **Jefferson Davis** 1.7, **Lawrence** 1.6, **Leake** 2.4, **Lincoln** 4.0, **Madison** 7.1, **Pike** 4.8, **Rankin** 10.9, **Scott** 3.1, **Sharkey** 0.8, **Simpson** 3.0, **Smith** 1.9, **Warren** 6.2, **Yazoo** 3.1. **Tot. Hslds.: 277,900.**

JACKSON, TENN.— **Carroll** 18.5, **Hardin** 15.3, **Henderson** 14.7, **Madison** 51.5. **Tot. Hslds.: 57,700.**

JACKSONVILLE, FLA.— **Baker** 1.2, **Bradford** 1.6, **Clay** 8.1, **Columbia** 3.4, **Duval** 56.6, **Nassau** 3.6, **Putnam** 5.5, **St. Johns** 7.4, **Union** 0.6; **GA.: Brantley** 0.8, **Camden** 2.1, **Charlton** 0.6, **Clinch** 0.5, **Glynn** 5.2, **Ware** 2.8. **Tot. Hslds.: 464,400.**

JOHNSTOWN-ALTOONA, PA.— **Bedford** 6.0, **Blair** 16.5, **Cambria** 20.3, **Cameron** 0.7, **Centre** 14.2, **Clearfield** 9.8, **Elk** 4.3, **Fulton** 1.7, **Huntingdon** 5.1, **Jefferson** 5.8, **Mifflin** 5.8, **Somerset** 9.7. **Tot. Hslds.: 303,400.**

JONESBORO, ARK.— **Clay** 10.3, **Craighead** 36.5, **Greene** 17.1, **Jackson** 10.0, **Lawrence** 9.4, **Randolph** 8.8, **Sharp** 8.0. **Tot. Hslds.: 72,700.**

JOPLIN-PITTSBURG, MO.— **KANS.: Allen** 4.0, **Bourbon** 4.2, **Cherokee** 6.0, **Crawford** 10.4, **Labette** 6.7, **Neosho** 4.8, **Wilson** 2.9, **Woodson** 1.2; **MO.: Barton** 3.3, **Jasper** 26.0, **McDonald** 4.6, **Newton** 12.2, **Vernon** 5.2; **OKLA.: Ottawa** 8.6. **Tot. Hslds.: 136,800.**

KANSAS CITY, MO.— **KANS.: Anderson** 0.4, **Atchison** 0.8, **Brown** 0.6, **Doniphan** 0.4, **Douglas** 4.0, **Franklin** 1.1, **Johnson** 18.5, **Leavenworth** 2.6, **Linn** 0.4, **Miami** 1.1, **Wyandotte** 8.0; **MO.: Andrew** 0.7, **Bates** 0.8, **Caldwell** 0.4, **Carroll** 0.6, **Cass** 3.1, **Clay** 7.8, **Clinton** 0.8, **Daviess** 0.4, **De Kalb** 0.4, **Grundy** 0.6, **Henry** 1.1, **Jackson** 33.3, **Johnson** 1.9, **Lafayette** 1.6, **Linn** 0.7, **Livingston** 0.7, **Pettis** 1.9, **Platte** 3.0, **Ray** 1.1, **Saline** 1.2. **Tot. Hslds.: 760,700.**

KNOXVILLE, TENN.— **KY.: Bell** 2.7, **Harlan** 3.1, **Knox** 2.5, **McCreary** 1.3, **Whitley** 2.9; **TENN.: Anderson** 6.5, **Blount** 8.0, **Campbell** 3.1, **Claiborne** 2.3, **Cocke** 2.7, **Cumberland** 3.2, **Fentress** 1.3, **Grainger** 1.5, **Hamblen** 4.6, **Hancock** 0.6, **Jefferson** 2.9, **Knox** 31.8, **Loudon** 2.9, **Monroe** 2.7, **Morgan** 1.4, **Roane** 4.4, **Scott** 1.5, **Sevier** 4.7, **Union** 1.2. **Tot. Hslds.: 421,500.**

LA CROSSE-EAU CLAIRE, WISC.— **MINN.: Houston** 3.9, **Winona** 9.7; **WISC.: Buffalo** 2.9, **Chippewa** 10.9, **Crawford** 3.4, **Eau Claire** 18.0, **Jackson** 3.6, **Juneau** 4.7, **La Crosse** 21.1, **Monroe** 7.5, **Rusk** 3.3, **Trempealeau** 5.4, **Vernon** 5.5. **Tot. Hslds.: 175,000.**

LAFAYETTE, IND.— **Tippecanoe** 100.0. **Tot. Hslds.: 45,900.**

LAFAYETTE, LA.— **Acadia** 10.4, **Evangeline** 6.4, **Iberia** 12.3, **Jefferson Davis** 5.8, **Lafayette** 32.7, **St. Landry** 14.8, **St. Martin** 7.9, **Vermilion** 9.6. **Tot. Hslds.: 184,000.**

LAKE CHARLES, LA.— **Allen** 8.8, **Beauregard** 12.7, **Calcasieu** 74.6, **Cameron** 3.8. **Tot. Hslds.: 80,800.**

LANSING, MICH.— **Clinton** 9.0, **Eaton** 15.1, **Hillsdale** 6.9, **Ingham** 45.3, **Jackson** 23.7. **Tot. Hslds.: 227,200.**

LAREDO, TEX.— **Webb** 92.4, **Zapata** 7.6. **Tot. Hslds.: 38,000.**

LAS VEGAS, NEV.— **Clark** 98.3, **Lincoln** 0.4, **Nye (southern portion)** 1.3. **Tot. Hslds.: 304,800.**

LAUREL-HATTIESBURG, MISS.— **Covington** 6.1, **Forrest** 26.4, **Jasper** 6.3, **Jones** 23.7, **Lamar** 11.6, **Marion** 9.6, **Perry** 4.0, **Walthall** 5.2, **Wayne** 7.3. **Tot. Hslds.: 95,100.**

LEXINGTON, KY.— **Anderson** 1.6, **Bath** 1.1, **Bourbon** 2.1, **Boyle** 2.8, **Breathitt** 1.6, **Casey** 1.6, **Clark** 3.2, **Clay** 2.1, **Estill** 1.6, **Fayette** 26.3, **Fleming** 1.3, **Franklin** 5.1, **Garrard** 1.3, **Harrison** 1.8, **Jackson** 1.3, **Jessamine** 3.1, **Laurel** 4.6, **Lee** 0.8, **Lincoln** 2.2, **Madison** 5.9, **Menifee** 0.5, **Mercer** 2.2, **Montgomery** 2.1, **Nicholas** 0.8, **Owsley** 0.5, **Perry** 3.1, **Powell** 1.2, **Pulaski** 5.5, **Robertson** 0.2, **Rockcastle** 1.6, **Rowan** 2.0, **Russell** 1.7, **Scott** 2.5, **Wayne** 1.9, **Wolfe** 0.7, **Woodford** 2.1. **Tot. Hslds.: 343,100.**

LIMA, OHIO— **Allen** 100.0. **Tot. Hslds.: 39,400.**

LINCOLN-HASTINGS-KEARNEY, NEB.— **KANS.: Cloud** 1.8, **Jewell** 0.7, **Republic** 1.1, **Smith** 0.9, **Washington** 1.2; **NEB.: Adams** 4.8, **Boone** 1.0, **Brown** 0.6, **Buffalo** 5.8, **Chase** 0.7, **Clay** 1.1, **Custer** 2.0, **Dawson** 3.3, **Fillmore** 1.2, **Franklin** 0.7, **Frontier** 0.5, **Furnas** 1.0, **Gage** 3.8, **Garfield** 0.3, **Gosper** 0.3, **Greeley** 0.5, **Hall** 7.8, **Hamilton** 1.3, **Harlan** 0.7, **Hayes** 0.2, **Hitchcock** 0.6, **Holt** 2.0, **Howard** 1.0, **Jefferson** 1.5, **Kearney** 1.0, **Lancaster** 34.8, **Loup** 0.1, **Merrick** 1.3, **Nance** 0.7, **Nuckolls** 1.0, **Perkins** 0.5, **Phelps** 1.6, **Polk** 0.9, **Red Willow** 2.0, **Rock** 0.3, **Saline** 2.0, **Sherman** 0.6, **Thayer** 1.1, **Valley** 0.9, **Webster** 0.7, **York** 2.3. **Tot. Hslds.: 239,900.**

LITTLE ROCK, ARK.— **Arkansas** 1.8, **Bradley** 1.0, **Calhoun** 0.5, **Clark** 1.7, **Cleburne** 1.8, **Cleveland** 0.6, **Conway** 1.6, **Dallas** 0.8, **Desha** 1.3, **Drew** 1.4, **Faulkner** 4.8, **Garland** 6.8, **Grant** 1.1, **Hot Spring** 2.2, **Independence** 2.6, **Jefferson** 6.6, **Johnson** 1.6, **Lincoln** 0.8, **Lonoke** 3.1, **Monroe** 0.9, **Montgomery** 0.7, **Nevada** 0.8, **Ouachita** 2.6, **Perry** 0.7, **Pike** 0.9, **Polk** 1.5, **Pope** 3.8, **Prairie** 0.8, **Pulaski** 30.3, **Saline** 5.2, **Searcy** 0.7, **Stone** 0.9, **Van Buren** 1.3, **White** 4.4, **Woodruff** 0.8, **Yell** 1.5. **Tot. Hslds.: 452,900.**

LOS ANGELES, CALIF.— **Inyo** 0.2, **Kern (eastern portion)** 0.5, **Los Angeles** 61.3, **Orange** 17.0, **Riverside (western portion)** 6.7, **San Bernardino** 9.8, **Ventura** 4.5. **Tot. Hslds.: 4,937,300.**

LOUISVILLE, KY.— **IND.: Clark** 6.0, **Crawford** 0.7, **Floyd** 4.4, **Harrison** 1.9, **Jackson** 2.6, **Jefferson** 2.0, **Jennings** 1.5, **Lawrence** 3.0, **Orange** 1.3, **Scott** 1.4, **Washington** 1.6; **KY.: Breckinridge** 1.1, **Bullitt** 2.9, **Carroll** 0.6, **Grayson** 1.5, **Green** 0.7, **Hardin** 5.3, **Hart** 1.0, **Henry** 0.9, **Jefferson** 47.8, **Larue** 0.8, **Marion** 1.0, **Meade** 1.5, **Nelson** 1.9, **Oldham** 2.0, **Shelby** 1.6, **Spencer** 0.5, **Taylor** 1.5, **Trimble** 0.4, **Washington** 0.7. **Tot. Hslds.: 551,700.**

LUBBOCK, TEX.— **Bailey** 1.8, **Borden** 0.2, **Cochran** 1.0, **Crosby** 1.9, **Dawson** 3.7, **Dickens** 0.7, **Floyd** 2.1, **Garza** 1.3, **Hale** 6.6, **Hockley** 5.9, **Kent** 0.3, **King** 0.1, **Lamb** 4.0, **Lubbock** 60.9, **Lynn** 1.7, **Motley** 0.4, **Terry** 3.3, **Yoakum** 2.1. **Tot. Hslds.: 134,900.**

MACON, GA.— Baldwin 6.8, Bibb 31.4, Bleckley 2.1, Crawford 1.7, Dodge 3.5, Dooly 1.9, Hancock 1.7, Houston 18.1, Johnson 1.7, Jones 4.1, Laurens 8.1, Monroe 3.3, Peach 4.0, Pulaski 1.7, Twiggs 1.8, Washington 3.8, Wheeler 1.0, Wilcox 1.4, Wilkinson 2.0. Tot. Hslds.: 180,900.

MADISON, WISC.— Columbia 6.4, Dane 53.9, Green 4.3, Iowa 2.8, Lafayette 2.2, Marquette 1.8, Richland 2.5, Rock 19.5, Sauk 6.7. Tot. Hslds.: 267,400.

MANKATO, MINN.— IOWA: Emmet 14.5; MINN.: Blue Earth 63.5, Faribault 22.0. Tot. Hslds.: 30,400.

MARQUETTE, MICH.— Alger 5.8, Baraga 5.5, Houghton 23.1, Iron 9.9, Keweenaw 1.4, Marquette 44.8, Ontonagon 6.3; WISC.: Florence 3.2. Tot. Hslds.: 56,700.

MCALLEN-BROWNSVILLE, TEX.— Cameron 37.8, Hidalgo 54.2, Starr 5.4, Willacy 2.6. Tot. Hslds.: 195,800.

MEDFORD, ORE.— CALIF.: Modoc 2.7, Siskiyou 12.7; ORE.: Curry 6.2, Jackson 41.9, Josephine 18.4, Klamath 16.1, Lake 2.0. Tot. Hslds.: 138,100.

MEMPHIS, TENN.— ARK.: Crittenden 2.9, Cross 1.1, Lee 0.8, Mississippi 3.4, Phillips 1.7, Poinsett 1.6, St. Francis 1.7; MISS.: Alcorn 2.1, Benton 0.5, Coahoma 1.7, De Soto 4.1, Lafayette 1.9, Marshall 1.7, Panola 1.7, Quitman 0.6, Tate 1.2, Tippah 1.2, Tunica 0.4, Union 1.4; MO.: Pemiscot 1.4; TENN.: Chester 0.8, Crockett 0.9, Dyer 2.3, Fayette 1.4, Gibson 3.1, Hardeman 1.4, Haywood 1.2, Lauderdale 1.4, McNairy 1.5, Shelby 51.1, Tipton 2.2. Tot. Hslds.: 597,800.

MERIDIAN, MISS.— ALA.: Choctaw 8.7, Sumter 8.4; MISS.: Clarke 9.6, Kemper 5.5, Lauderdale 43.1, Neshoba 13.5, Newton 11.2. Tot. Hslds.: 65,400.

MIAMI-FT. LAUDERDALE, FLA.— Broward 42.2, Dade 55.1, Monroe 2.7. Tot. Hslds.: 1,274,200.

MILWAUKEE, WISC.— Dodge 3.5, Jefferson 3.1, Kenosha 6.2, Milwaukee 48.5, Ozaukee 3.4, Racine 8.3, Sheboygan 5.0, Walworth 3.6, Washington 4.3, Waukesha 14.0. Tot. Hslds.: 768,100.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 6.1, Beltrami 0.9, Benton 0.8, Big Stone 0.2, Brown 0.7, Carver 1.2, Cass 0.6, Chippewa 0.4, Chisago 0.8, Cottonwood 0.4, Crow Wing 1.3, Dakota 7.4, Douglas 0.8, Goodhue 1.1, Grant 0.2, Hennepin 30.9, Hubbard 0.4, Isanti 0.6, Jackson 0.3, Kanabec 0.3, Kandiyohi 1.0, Lac qui Parle 0.3, Le Sueur 0.6, Lyon 0.7, McLeod 0.9, Martin 0.7, Meeker 0.6, Mille Lacs 0.5, Morrison 0.8, Nicollet 0.7, Pine 0.6, Pope 0.3, Ramsey 13.9, Redwood 0.5, Renville 0.5, Rice 1.2, Scott 1.4, Sherburne 1.0, Sibley 0.4, Stearns 2.9, Steele 0.8, Stevens 0.3, Swift 0.3, Todd 0.6, Traverse 0.1, Wabasha 0.5, Wadena 0.4, Waseca 0.5, Washington 3.7, Watonwan 0.3, Wright 1.7, Yellow Medicine 0.3; WISC.: Barron 1.1, Burnett 0.4, Dunn 0.9, Pepin 0.2, Pierce 0.8, Polk 1.0, St. Croix 1.3. Tot. Hslds.: 1,374,100.

MINOT-BISMARCK-DICKINSON-GLENDIVE, N.D.— MONT.: Daniels 0.7, Dawson 2.7, Fallon 0.8, McCone 0.6, Richland 2.8, Roosevelt 2.7, Sheridan 1.4, Wibaux 0.4; N.D.: Adams 0.9, Billings 0.3, Bottineau 2.3, Bowman 1.0, Burke 0.9, Burleigh 16.8, Divide 0.9, Dunn 1.0, Emmons 1.3, Golden Valley 0.6, Grant 1.0, Hettinger 1.0, Kidder 0.9, Logan 0.8, McHenry 1.8, McIntosh 1.3, McKenzie 1.6, McLean 2.9, Mercer 2.6, Morton 6.4, Mountrail 1.8, Oliver 0.6, Pierce 1.5, Renville 0.9, Rolette 3.1, Sheridan 0.6, Sioux 0.7, Slope 0.2, Stark 6.2, Ward 15.8, Wells 1.7, Williams 5.8; S.D.: Campbell 0.6, Corson 1.0, Perkins 1.2. Tot. Hslds.: 136,400.

MISSOULA, MONT.— Flathead 31.5, Lake 10.9, Mineral 1.8, Missoula 42.4, Ravalli 13.5. Tot. Hslds.: 72,700.

MOBILE-PENSACOLA, ALA.— Baldwin 9.2, Clarke 2.3, Conecuh 1.3, Escambia 3.1, Mobile 33.7, Monroe 2.1, Washington 1.4; FLA.: Escambia 24.[illegible], Okaloosa 13.4, Santa Rosa 7.5; MISS.: George 1.4. Tot. Hslds.: 4[illegible],100.

MONROE-EL DO[illegible]DO, LA.— ARK.: Ashley 5.2, Union 10.5; LA.: Caldwell 2.1, Catahoula 2.3, Concordia 4.3, East Carroll 1.8, Franklin 4.6, Jackson 3.4, La Salle 3.0, Lincoln 8.1, Madison 2.5, Morehouse 6.4, Ouachita 29.8, Richland 4.1, Tensas 1.5, Union 4.4, West Carroll 2.6, Winn 3.4. Tot. Hslds.: 169,100.

MONTGOMERY-SELMA, ALA.— Autauga 5.7, Bullock 1.8, Butler 3.8, Covington 7.0, Crenshaw 2.5, Dallas 8.1, Elmore 8.1, Lowndes 1.9, Macon 4.1, Marengo 3.9, Montgomery 37.2, Perry 2.0, Pike 4.9, Tallapoosa 7.0, Wilcox 2.1. Tot. Hslds.: 206,800.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.8, Christian 3.0, Clinton 0.5, Cumberland 0.4, Logan 1.3, Monroe 0.6, Simpson 0.8, Todd 0.6, Trigg 0.6; TENN.: Bedford 1.6, Benton 0.8, Cannon 0.6, Cheatham 1.4, Clay 0.4, Coffee 2.2, Davidson 29.2, Decatur 0.6, De Kalb 0.8, Dickson 1.8, Franklin 1.8, Giles 1.4, Henry 1.6, Hickman 0.8, Houston 0.4, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.2, Maury 2.9, Montgomery 4.9, Moore 0.2, Overton 1.0, Perry 0.3, Pickett 0.3, Putnam 2.8, Robertson 2.1, Rutherford 6.1, Smith 0.7, Stewart 0.5, Sumner 5.2, Trousdale 0.3, Van Buren 0.3, Warren 1.8, Wayne 0.7, White 1.1, Williamson 4.0, Wilson 3.4. Tot. Hslds.: 715,600.

NEW ORLEANS, LA.— Jefferson 27.7, Lafourche 4.8, Orleans 31.1, Plaquemines 1.4, St. Bernard 3.9, St. Charles 2.4, St. James 1.1, St. John the Baptist 2.1, St. Tammany 8.5, Tangipahoa 4.9, Terrebonne 5.3, Washington 2.6; MISS.: Hancock 2.0, Pearl River 2.3. Tot. Hslds.: 596,900.

NEW YORK, N.Y.— CONN.: Fairfield 4.5; N.J.: Bergen 4.5, Essex 4.1, Hudson 3.0, Hunterdon 0.6, Middlesex 3.5, Monmouth 2.9, Morris 2.2, Ocean 2.5, Passaic 2.3, Somerset 1.3, Sussex 0.7, Union 2.6, Warren 0.5; N.Y.: Bronx 6.3, Dutchess 1.3, Kings 12.2, Nassau 6.3, New York (Manhattan) 10.6, Orange 1.5, Putnam 0.4, Queens 10.6, Richmond 1.9, Rockland 1.2, Suffolk 6.3, Sullivan 0.4, Ulster 0.9, Westchester 4.7; PA.: Pike 0.2. Tot. Hslds.: 6,822,500.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.8, Currituck 0.8, Dare 1.6, Gates 0.6, Hertford 1.3, Northampton 1.2, Pasquotank 1.9, Perquimans 0.7; VA.: Accomack 2.1, Chesapeake city 8.9, Franklin city 0.5, Gloucester 1.9, Hampton city 8.3, Isle of Wight 1.5, James City 2.2, Mathews 0.6, Newport News city 10.8, Norfolk city 15.0, Northampton 0.8, Poquoson city 0.6, Portsmouth city 6.5, Southampton 1.0, Suffolk city 3.1, Surry 0.4, Virginia Beach city 23.2, Williamsburg city 0.6, York 2.5. Tot. Hslds.: 600,700.

NORTH PLATTE, NEB.— Arthur 1.1, Blaine 1.7, Hooker 1.7, Keith 19.3, Lincoln 71.6, Logan 1.7, McPherson 1.1, Thomas 1.7. Tot. Hslds.: 17,600.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.4; TEX.: Andrews 3.5, Brewster 2.5, Crane 1.1, Culberson 0.8, Ector 31.2, Gaines 3.3, Glasscock 0.4, Howard 8.4, Jeff Davis 0.6, Loving 0.1, Martin 1.2, Midland 29.1, Pecos 3.5, Presidio 1.7, Reagan 1.0, Reeves 3.6, Terrell 0.4, Upton 1.1, Ward 3.2, Winkler 2.1. Tot. Hslds.: 134,800.

OKLAHOMA CITY, OKLA.— Alfalfa 0.4, Beckham 1.3, Blaine 0.8, Caddo 1.9, Canadian 4.6, Cleveland 11.4, Custer 1.7, Dewey 0.4, Ellis 0.3, Garfield 3.9, Garvin 1.8, Grady 2.7, Grant 0.4, Greer 0.4, Harmon 0.2, Harper 0.3, Hughes 0.9, Kay 3.3, Kingfisher 0.9, Kiowa 0.8, Lincoln 1.9, Logan 1.8, McClain 1.5, Major 0.5, Murray 0.8, Noble 0.7, Oklahoma 41.8, Payne 4.2, Pottawatomie 3.8, Roger Mills 0.3, Seminole 1.7, Washita 0.8, Woods 0.7, Woodward 1.2. Tot. Hslds.: 569,000.

OMAHA, NEB.— IOWA: Adams 0.8, Cass 1.7, Crawford 1.8, Fremont 0.9, Harrison 1.6, Mills 1.3, Montgomery 1.4, Page 1.8, Pottawattamie 8.7, Shelby 1.4, Taylor 0.8; MO.: Atchison 0.8; NEB.: Burt 0.9, Butler 0.9, Cass 2.2, Colfax 1.0, Cuming 1.1, Dodge 3.7, Douglas 45.2, Johnson 0.5, Nemaha 0.8, Otoe 1.6, Pawnee 0.4, Platte 3.1, Richardson 1.1, Sarpy 9.6, Saunders 1.9, Seward 1.5, Washington 1.7. Tot. Hslds.: 358,000.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 18.2, Flagler 1.4, Lake 7.2, Marion 8.9, Orange 28.9, Osceola 4.5, Seminole 12.2, Sumter 1.4, Volusia 17.3. Tot. Hslds.: 907,300.

OTTUMWA-KIRKSVILLE, IOWA— Davis 9.1, Jefferson 18.6, Van Buren 8.8; MO.: Adair 26.5, Macon 16.0, Putnam 6.2, Schuyler 5.0, Sullivan 7.7. Tot. Hslds.: 33,900.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.2, Franklin 4.8, Gallatin 0.8, Hamilton 1.0, Hardin 0.8, Jackson 6.9, Johnson 1.1, Massac 1.7, Perry 2.5, Pope 0.5, Pulaski 0.9, Saline 3.2, Union 2.0, Williamson 6.8; KY.: Ballard 0.9, Caldwell 1.6, Calloway 3.5, Carlisle 0.6, Crittenden 1.1, Fulton 1.0, Graves 4.0, Hickman 0.7, Livingston 1.1, Lyon 0.7, McCracken 7.8, Marshall 3.2; MO.: Bollinger 1.2, Butler 4.5, Cape Girardeau 6.9, Carter 0.6, Dunklin 3.8, Mississippi 1.6, New Madrid 2.3, Reynolds 0.7, Ripley 1.4, Scott 4.4, Stoddard 3.4, Wayne 1.4; TENN.: Lake 0.7, Obion 3.7, Weakley 3.5. Tot. Hslds.: 338,300.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 89,200.

PANAMA CITY, FLA.— Bay 51.8, Calhoun 4.1, Franklin 3.9, Gulf 4.6, Jackson 15.2, Liberty 1.8, Walton 12.0, Washington 6.8. Tot. Hslds.: 96,100.

PARKERSBURG, W.VA.— OHIO: Washington 41.0; W.VA.: Wood 59.0. Tot. Hslds.: 57,800.

PEORIA-BLOOMINGTON, ILL.— Fulton 6.7, Livingston 6.2, McLean 21.4, Marshall 2.2, Mason 2.9, Peoria 32.0, Putnam 1.0, Stark 1.1, Tazewell 21.4, Woodford 5.2. Tot. Hslds.: 220,800.

PHILADELPHIA, PA.— DEL.: Kent 1.5, New Castle 6.3; N.J.: Atlantic 3.3, Burlington 5.2, Camden 6.8, Cape May 1.5, Cumberland 1.8, Gloucester 3.0, Mercer 4.5, Salem 0.9; PA.: Berks 4.9, Bucks 7.3, Chester 5.1, Delaware 7.6, Lehigh 4.3, Montgomery 9.7, Northampton 3.5, Philadelphia 22.8. Tot. Hslds.: 2,641,900.

PHOENIX, ARIZ.— Apache (southern portion) 0.4, Gila 1.5, Graham 0.8, Greenlee 0.3, La Paz 0.5, Maricopa 81.3, Mohave 3.7, Navajo 2.2, Pinal 3.9, Yavapai 4.5; CALIF.: Riverside (eastern portion) 0.8. Tot. Hslds.: 1,016,600.

PITTSBURGH, PA.— MD.: Garrett 0.9; PA.: Allegheny 46.7, Armstrong 2.4, Beaver 6.2, Butler 4.8, Clarion 1.3, Fayette 4.8, Greene 1.3, Indiana 2.7, Lawrence 3.1, Venango 1.9, Washington 6.8, Westmoreland 12.4; W.VA.: Hancock 1.2, Monongalia 2.5, Preston 0.9. Tot. Hslds.: 1,154,300.

PORTLAND, ORE.— Baker 0.7, Clackamas 12.2, Clatsop 1.6, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.3, Hood River 0.8, Jefferson 0.6, Lincoln 1.9, Linn 4.1, Marion 9.8, Multnomah 28.2, Polk 2.1, Sherman 0.1, Tillamook 1.0, Union 1.0, Wasco 1.0, Washington 14.1, Wheeler 0.1, Yamhill 2.6; WASH.: Clark 10.5, Cowlitz 3.7, Klickitat 0.7, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 860,000.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 10.9, Cumberland 25.8, Franklin 2.9, Kennebec 12.0, Knox 3.9, Lincoln 3.3, Oxford 5.5, Sagadahoc 3.5, York 17.0; N.H.: Carroll 4.0, Coos 3.7, Grafton 7.5. Tot. Hslds.: 369,600.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 31,200.

PROVIDENCE-NEW BEDFORD, R.I.— MASS.: Bristol 32.9, Dukes 0.9; R.I.: Bristol 3.1, Kent 10.9, Newport 5.7, Providence 39.6, Washington 6.9. Tot. Hslds.: 573,800.

QUINCY-HANNIBAL, ILL.— Adams 23.0, Brown 1.8, Cass 4.6, Hancock 7.5, McDonough 11.0, Pike 6.3, Schuyler 2.7, Scott 2.0; IOWA: Lee 13.4; MO.: Clark 2.5, Knox 1.6, Lewis 3.4, Marion 9.7, Monroe 3.2, Ralls 2.9, Scotland 1.7, Shelby 2.5. Tot. Hslds.: 110,300.

RALEIGH-DURHAM, N.C.— Chatham 2.1, Cumberland 12.7, Durham 10.1, Edgecombe 2.8, Franklin 1.9, Granville 1.8, Halifax 2.8, Harnett 3.5, Hoke 1.0, Johnston 4.4, Lee 2.2, Moore 3.3, Nash 4.0, Orange 5.1, Person 1.6, Sampson 2.4, Scotland 1.6, Vance 2.0, Wake 23.5, Warren 0.9, Wayne 5.1, Wilson 3.5; VA.: Mecklenburg 1.6. Tot. Hslds.: 724,400.

RAPID CITY, S.D.— MONT.: Carter 0.7; NEB.: Banner 0.4, Box Butte 5.6, Grant 0.4, Morrill 2.5, Sheridan 3.0, Sioux 0.7; S.D.: Bennett 1.2, Butte 3.5, Custer 2.8, Fall River 3.3, Haakon 1.1, Harding 0.7, Jackson 1.1, Lawrence 9.4, Meade 8.3, Pennington 36.3, Shannon 2.6, Ziebach 0.7; WYO.: Crook 2.2, Sheridan 10.9, Weston 2.8. Tot. Hslds.: 85,400.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 6.3, Lassen 4.6, Mono 2.1, Placer (eastern portion) 2.4; NEV.: Carson City 8.4, Churchill 3.5, Douglas 5.6, Esmeralda 0.3, Eureka 0.3, Humboldt 2.4, Lander 1.2, Lyon 4.1, Mineral 1.3, Nye (northern portion) 1.6, Pershing 0.9, Storey 0.5, Washoe 54.3. Tot. Hslds.: 162,500.

RICHMOND, VA.— Amelia 0.7, Brunswick 1.3, Buckingham 1.0, Caroline 1.5, Charles City 0.5, Chesterfield 17.3, Colonial Heights city 1.5, Cumberland 0.6, Dinwiddie 1.7, Emporia city 0.5, Essex 0.8, Fluvanna 1.1, Goochland 1.1, Greene 0.3, Greensville 0.7, Hanover 5.3, Henrico 20.8, Hopewell city 2.1, King and Queen 0.5, King William 0.9, Lancaster 1.1, Louisa 1.7, Lunenburg 1.0, Madison 1.0, Middlesex 0.8, New Kent 0.9, Northumberland 1.0, Nottoway 1.2, Orange 1.9, Petersburg city 3.4, Powhatan 1.1, Prince Edward 1.2, Prince George 1.9, Richmond 0.6, Richmond city 19.5, Sussex 0.9. Tot. Hslds.: 435,000.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.5, Appomattox 1.2, Bath 0.5, Bedford 4.5, Bedford city 0.6, Botetourt 2.4, Buena Vista city 0.6, Campbell 4.6, Carroll 2.7, Charlotte 1.1, Clifton Forge city 0.5, Covington city 0.8, Craig 0.4, Danville city 5.6, Floyd 1.2, Franklin 3.8, Galax city 0.7, Giles 1.6, Grayson 1.7, Halifax 2.7, Henry 5.6, Highland 0.3, Lexington city 0.5, Lynchburg city 6.4, Martinsville city 1.7, Montgomery 6.8, Nelson 1.2, Pittsylvania 5.2, Pulaski 3.4, Radford city 1.3, Roanoke 7.8, Roanoke city 10.5, Rockbridge 1.8, Salem city 2.4, South Boston city 0.7, Wythe 2.5; W.VA.: Pocahontas 0.9. Tot. Hslds.: 391,300.

ROCHESTER, N.Y.— Livingston 5.9, Monroe 75.5, Ontario 9.7, Wayne 8.9. Tot. Hslds.: 361,000.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 14.0, Floyd 4.9, Hancock 3.6, Howard 2.8, Kossuth 5.2, Mitchell 3.1, Winnebago 3.5, Worth 2.4; MINN.: Dodge 4.1, Fillmore 5.8, Freeborn 9.6, Mower 11.0, Olmsted 29.9. Tot. Hslds.: 135,400.

ROCKFORD, ILL.— Boone 7.0, Lee 8.0, Ogle 10.9, Stephenson 12.1, Winnebago 61.9. Tot. Hslds.: 196,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.1, Calaveras 1.2, Colusa 0.5, El Dorado (western portion) 3.4, Nevada 3.0, Placer (western portion) 5.9, Plumas 0.8, Sacramento 38.6, San Joaquin 15.4, Sierra 0.1, Solano (eastern portion) 6.7, Stanislaus 12.4, Sutter 2.2, Tuolumne 1.8, Yolo 4.9, Yuba 1.9. Tot. Hslds.: 1,091,400.

ST. JOSEPH, MO.— Buchanan 65.3, Gentry 5.4, Harrison 7.1, Holt 4.8, Nodaway 15.3, Worth 2.0. Tot. Hslds.: 48,600.

ST. LOUIS, MO.— ILL.: Bond 0.5, Calhoun 0.2, Clinton 1.0, Fayette 0.7, Greene 0.5, Jefferson 1.3, Jersey 0.7, Macoupin 1.6, Madison 8.5, Marion 1.5, Monroe 0.7, Montgomery 1.0, Randolph 1.1, St. Clair 8.5, Washington 0.5; MO.: Crawford 0.7, Franklin 2.6, Gasconade 0.5, Iron 0.4, Jefferson 5.4, Lincoln 0.9, Madison 0.4, Montgomery 0.4, Perry 0.5, Pike 0.5, St. Charles 6.9, Ste. Genevieve 0.5, St. Francois 1.6, St. Louis 34.3, St. Louis city 14.6, Warren 0.6, Washington 0.6. Tot. Hslds.: 1,114,800.

SALINAS-MONTEREY, CALIF.— Monterey 54.5, San Benito 5.5, Santa Cruz 40.0. Tot. Hslds.: 212,000.

SALISBURY, MD.— DEL.: Sussex 46.8; MD.: Somerset 8.4, Wicomico 29.7, Worcester 15.1. Tot. Hslds.: 94,700.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.3, Franklin 0.5, Oneida 0.2; NEV.: Elko 2.1, White Pine 0.6; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.6, Carbon 1.2, Daggett 0.1, Davis 9.3, Duchesne 0.6, Emery 0.5, Garfield 0.2, Grand 0.4, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.6, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 41.3, San Juan 0.6, Sanpete 0.8, Sevier 0.8, Summit 0.9, Tooele 1.5, Uintah 1.1, Utah 12.1, Wasatch 0.5, Washington 2.7, Wayne 0.1, Weber 9.1; WYO.: Sublette 0.3, Sweetwater 2.3, Uinta 1.0, Washakie 0.5. Tot. Hslds.: 588,900.

SAN ANGELO, TEX.— Coke 2.9, Concho 2.0, Crockett 2.9, Irion 1.2, Kimble 3.3, McCulloch 7.0, Menard 1.8, Schleicher 2.0, Sterling 1.0, Sutton 2.9, Tom Green 73.0. Tot. Hslds.: 48,900.

SAN ANTONIO, TEX.— Atascosa 1.7, Bandera 0.7, Bexar 71.5, Comal 3.4, De Witt 1.2, Dimmit 0.5, Edwards 0.1, Frio 0.7, Goliad 0.4, Gonzales 1.1, Guadalupe 4.0, Karnes 0.7, Kendall 0.9, Kerr 2.5, Kinney 0.2, La Salle 0.3, Lavaca 1.3, McMullen 0.1, Maverick 1.7, Medina 1.6, Real 0.2, Uvalde 1.3, Val Verde 2.0, Wilson 1.3, Zavala 0.6. Tot. Hslds.: 561,900.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 911,800.

SAN FRANCISCO-OAKLAND-SAN JOSE, CALIF.— Alameda 21.5, Contra Costa 13.6, Lake 0.9, Marin 4.2, Mendocino 1.4, Napa 1.9, San Francisco 13.5, San Mateo 10.8, Santa Clara 23.3, Solano (western portion) 2.1, Sonoma 6.8. Tot. Hslds.: 2,257,100.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 38.6, Santa Barbara 61.4. Tot. Hslds.: 213,700.

SARASOTA, FLA.— Sarasota 100.0. Tot. Hslds.: 127,800.

SAVANNAH, GA.— Appling 2.5, Bacon 1.5, Bryan 2.3, Bulloch 6.6, Candler 1.3, Chatham 35.2, Effingham 3.9, Evans 1.4, Jeff Davis 1.9, Liberty 6.7, Long 0.9, McIntosh 1.4, Montgomery 1.1, Pierce 2.1, Screven 2.2, Tattnall 2.5, Toombs 3.8, Treutlen 0.9, Wayne 3.4; S.C.: Beaufort 13.5, Hampton 2.7, Jasper 2.3. Tot. Hslds.: 232,000.

SEATTLE-TACOMA, WASH.— Chelan 1.5, Clallam 1.7, Douglas 0.7, Grays Harbor 1.8, Island 1.6, Jefferson 0.6, King 44.8, Kitsap 5.1, Kittitas (western portion) 0.2, Lewis 1.6, Mason 1.1, Pacific 0.6, Pierce 15.6, San Juan 0.3, Skagit 2.2, Snohomish 12.6, Thurston 4.5, Whatcom 3.5. Tot. Hslds.: 1,396,200.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.6, Hempstead 2.2, Howard 1.4, Lafayette 1.0, Little River 1.4, Miller 3.9, Sevier 1.4; LA.: Bienville 1.6, Bossier 8.3, Caddo 25.2, Claiborne 1.7, De Soto 2.5, Natchitoches 3.4, Red River 0.9, Sabine 2.3, Webster 4.3; OKLA.: McCurtain 3.3; TEX.: Bowie 8.3, Camp 1.0, Cass 3.1, Franklin 0.8, Harrison 5.6, Marion 1.1, Morris 1.3, Panola 2.3, Red River 1.5, Shelby 2.3, Titus 2.3, Upshur 3.1. Tot. Hslds.: 369,400.

SIOUX CITY, IOWA— Buena Vista 4.9, Cherokee 3.5, Clay 4.6, Dickinson 4.0, Ida 2.1, Monona 2.6, O'Brien 3.6, Palo Alto 2.7, Plymouth 5.5, Sac 3.2, Sioux 6.4, Woodbury 24.0; NEB.: Antelope 2.0, Cedar 2.3, Dakota 3.9, Dixon 1.5, Knox 2.5, Madison 8.0, Pierce 1.9, Stanton 1.4, Thurston 1.5, Wayne 2.1, Wheeler 0.2; S.D.: Clay 2.9, Union 2.5. Tot. Hslds.: 163,600.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.0, Osceola 1.3; MINN.: Lincoln 1.2, Murray 1.7, Nobles 3.5, Pipestone 1.8, Rock 1.7; NEB.: Boyd 0.5, Cherry 1.1, Keya Paha 0.2; S.D.: Aurora 0.5, Beadle 3.3, Bon Homme 1.2, Brookings 4.1, Brown 6.3, Brule 0.9, Buffalo 0.2, Charles Mix 1.5, Clark 0.8, Codington 4.0, Davison 3.1, Day 1.2, Deuel 0.8, Dewey 0.8, Douglas 0.6, Edmunds 0.7, Faulk 0.5, Grant 1.4, Gregory 1.0, Hamlin 0.9, Hand 0.7, Hanson 0.5, Hughes 2.6, Hutchinson 1.5, Hyde 0.3, Jerauld 0.5, Jones 0.2, Kingsbury 1.0, Lake 1.8, Lincoln 2.5, Lyman 0.6, McCook 1.0, McPherson 0.6, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 21.9, Moody 1.1, Potter 0.6, Roberts 1.6, Sanborn 0.5, Spink 1.4, Stanley 0.4, Sully 0.3, Todd 1.0, Tripp 1.2, Turner 1.5, Walworth 1.1, Yankton 3.2. Tot. Hslds.: 219,600.

SOUTH BEND-ELKHART, IND.— Elkhart 19.2, Fulton 2.5, Kosciusko 7.9, La Grange 3.1, Marshall 5.1, Pulaski 1.6, St. Joseph 31.1, Starke 2.8; MICH.: Berrien 20.5, Cass 6.2. Tot. Hslds.: 297,500.

SPOKANE, WASH.— IDA.: Benewah 0.9, Bonner 3.2, Boundary 0.9, Clearwater 1.0, Idaho 1.6, Kootenai 8.5, Latah 3.5, Lewis 0.4, Nez Perce 4.3, Shoshone 1.7; MONT.: Lincoln 2.1, Sanders 1.1; ORE.: Wallowa 0.9; WASH.: Adams 1.4, Asotin 2.2, Columbia 0.5, Ferry 0.7, Garfield 0.3, Grant 6.2, Lincoln 1.1, Okanogan 4.0, Pend Oreille 1.1, Spokane 44.5, Stevens 3.5, Whitman 4.2. Tot. Hslds.: 318,900.

SPRINGFIELD, MASS.— Franklin 11.2, Hampden 68.6, Hampshire 20.2. Tot. Hslds.: 249,300.

SPRINGFIELD, MO.— A[illegible] Baxter 4.2, Boone 3.5, Carroll 2.4, Fulton 1.2, Izard 1.5, Marion 1.6, Newton 0.9; MO.: Barry 3.4, Benton 1.8, Camden 3.6, Cedar 1.6, Christian 3.8, Dade 0.9, Dallas 1.6, Dent 1.6, Douglas 1.4, Greene 25.5, Hickory 1.0, Howell 3.9, Laclede 3.3, Lawrence 3.7, Oregon 1.2, Ozark 1.1, Phelps 4.1, Polk 2.5, Pulaski 3.8, St. Clair 1.1, Shannon 0.9, Stone 2.5, Taney 3.3, Texas 2.6, Webster 2.8, Wright 2.0. Tot. Hslds.: 321,900.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 18.9, Christian 4.0, Coles 5.6, De Witt 1.9, Douglas 2.1, Effingham 3.4, Ford 1.7, Iroquois 3.5, Logan 3.2, Macon 13.5, Menard 1.2, Morgan 4.0, Moultrie 1.5, Piatt 1.7, Sangamon 21.3, Shelby 2.5, Vermilion 10.0. Tot. Hslds.: 338,900.

SYRACUSE, N.Y.— Cayuga 7.5, Cortland 4.5, Madison 6.1, Oneida (western portion) 8.8, Onondaga 46.1, Oswego 11.1, Schuyler 1.8, Seneca 3.2, Tompkins 8.7, Yates 2.2. Tot. Hslds.: 386,700.

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 6.9, Hamilton 1.8, Jefferson 2.0, Lafayette 0.9, Leon 39.0, Madison 2.8, Suwannee 5.2, Taylor 3.3, Wakulla 2.7; GA.: Brooks 2.8, Decatur 4.6, Echols 0.4, Grady 3.8, Lowndes 13.5, Miller 1.2, Seminole 1.6, Thomas 7.4. Tot. Hslds.: 195,800.

TAMPA-ST. PETERSBURG, FLA.— Citrus 3.4, De Soto 0.7, Hardee 0.5, Hernando 3.6, Highlands 2.5, Hillsborough 27.1, Manatee 7.6, Pasco 10.2, Pinellas 31.5, Polk 12.9. Tot. Hslds.: 1,335,800.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.6, Crawford 4.9, Cumberland 2.5, Edgar 4.9, Jasper 2.5, Lawrence 3.9, Richland 4.1; IND.: Clay 6.0, Daviess 6.3, Greene 7.5, Knox 9.6, Martin 2.4, Parke 3.7, Sullivan 4.6, Vermillion 4.2, Vigo 25.1. Tot. Hslds.: 157,700.

TOLEDO, OHIO— MICH.: Lenawee 7.9; OHIO: Defiance [illegible].5, Fulton 3.4, Hancock 6.1, Henry 2.6, Lucas 43.9, Ottawa 3.8, Putnam 2.7, Sandusky 5.6, Seneca 5.3, Williams 3.4, Wood 9.9, Wyandot 2.0. Tot. Hslds.: 404,100.

TOPEKA, KANS.— Clay 2.4, Coffey 2.2, Geary 7.0, Jackson 2.8, Jefferson 3.9, Lyon 8.6, Marshall 3.0, Morris 1.6, Nemaha 2.6, Osage 3.8, Pottawatomie 4.0, Riley 14.1, Shawnee 42.3, Wabaunsee 1.6. Tot. Hslds.: 151,800.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 3.9, Benzie 2.7, Charlevoix 4.6, Cheboygan 4.6, Chippewa 6.5, Crawford 2.5, Emmet 5.3, Grand Traverse 13.5, Kalkaska 2.8, Lake 2.0, Leelanau 3.5, Luce 1.2, Mackinac 2.4, Manistee 4.8, Mason 5.6, Mecosta 6.8, Missaukee 2.4, Montmorency 2.0, Osceola 4.1, Oscoda 1.8, Otsego 3.7, Presque Isle 3.0, Roscommon 4.8, Wexford 5.6. Tot. Hslds.: 180,100.

TUCSON, ARIZ.— Cochise 11.3, Pima 85.8, Santa Cruz 2.9. Tot. Hslds.: 310,200.

TULSA, OKLA.— KANS.: Chautauqua 0.4, Montgomery 3.5; OKLA.: Adair 1.4, Cherokee 2.9, Craig 1.2, Creek 5.0, Delaware 2.5, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.8, Muskogee 5.6, Nowata 0.9, Okfuskee 0.9, Okmulgee 3.1, Osage 3.4, Pawnee 1.3, Pittsburg 3.6, Rogers 4.5, Tulsa 45.5, Wagoner 3.8, Washington 4.3. Tot. Hslds.: 446,600.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 55,800.

TWIN FALLS, IDA.— Blaine 15.7, Gooding 11.9, Jerome 14.6, Lincoln 3.3, Twin Falls 54.4. Tot. Hslds.: 36,200.

TYLER-LONGVIEW-JACKSONVILLE, TEX.— Angelina 12.4, Cherokee 7.5, Gregg 19.9, Houston 3.9, Nacogdoches 10.1, Rusk 8.2, San Augustine 1.5, Smith 28.5, Trinity 2.3, Wood 5.7. Tot. Hslds.: 201,200.

UTICA, N.Y.— Herkimer 23.7, Oneida (eastern portion) 55.6, Otsego 20.7. Tot. Hslds.: 105,200.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 26,200.

WACO-TEMPLE-BRYAN, TEX.— Bell 27.1, Brazos 17.6, Burleson 2.1, Coryell 6.8, Falls 2.6, Lampasas 2.0, Leon 2.0, Limestone 3.1, McLennan 28.1, Madison 1.3, Milam 3.4, Mills 0.7, Robertson 2.3, San Saba 0.8. Tot. Hslds.: 250,700.

WASHINGTON, D.C.— District of Columbia 14.1; MD.: Allegany 1.7, Calvert 1.0, Charles 1.9, Frederick 3.0, Montgomery 16.5, Prince George's 14.8, St. Mary's 1.5; PA.: Franklin 2.6; VA.: Alexandria city 3.0, Arlington 4.5, Clarke 0.2, Culpeper 0.6, Fairfax 17.0, Fairfax city 0.4, Falls Church city 0.2, Fauquier 1.0, Frederick 1.0, Fredericksburg city 0.4, King George 0.3, Loudoun 1.8, Manassas city 0.6, Manassas Park city 0.1, Prince William 4.1, Rappahannock 0.1, Shenandoah 0.7, Spotsylvania 1.1, Stafford 1.1, Warren 0.6, Westmoreland 0.3, Winchester city 0.5; W.VA.: Berkeley 1.3, Hampshire 0.4, Jefferson 0.7, Mineral 0.6, Morgan 0.3. Tot. Hslds.: 1,761,800.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 45.3, Lewis 10.9, St. Lawrence 43.9. Tot. Hslds.: 86,400.

WAUSAU-RHINELANDER, WISC.— Adams 3.7, Clark 6.9, Forest 2.0, Langlade 4.7, Lincoln 6.3, Marathon 25.8, Oneida 7.8, Portage 13.3, Price 3.8, Taylor 4.1, Vilas 4.5, Wood 17.0. Tot. Hslds.: 181,800.

WEST PALM BEACH-FT. PIERCE-VERO BEACH, FLA.— Indian River 7.3, Martin 8.3, Okeechobee 2.0, Palm Beach 71.2, St. Lucie 11.3. Tot. Hslds.: 633,700.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 19.3, Guernsey 10.2, Harrison 4.1, Jefferson 21.4, Monroe 3.9, Noble 2.8; W.VA.: Brooke 6.9, Marshall 9.7, Ohio 14.1, Tyler 2.6, Wetzel 5.0. Tot. Hslds.: 144,800.

WICHITA-HUTCHINSON, KANS.— Barber 0.5, Barton 2.7, Butler 4.4, Chase 0.3, Cheyenne 0.3, Clark 0.2, Comanche 0.2, Cowley 3.3, Decatur 0.4, Dickinson 1.8, Edwards 0.4, Elk 0.3, Ellis 2.4, Ellsworth 0.6, Finney 2.6, Ford 2.3, Gove 0.3, Graham 0.3, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.8, Hamilton 0.2, Harper 0.7, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.7, Kiowa 0.3, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.4, Marion 1.2, Meade 0.4, Mitchell 0.7, Morton 0.3, Ness 0.4, Norton 0.5, Osborne 0.5, Ottawa 0.5, Pawnee 0.7, Phillips 0.6, Pratt 0.9, Rawlins 0.3, Reno 5.7, Rice 1.0, Rooks 0.6, Rush 0.4, Russell 0.8, Saline 4.7, Scott 0.5, Sedgwick 37.2, Seward 1.6, Sheridan 0.3, Sherman 0.6, Stafford 0.5, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.7, Trego 0.4, Wallace 0.2, Wichita 0.2; NEB.: Dundy 0.3; OKLA.: Beaver 0.5. Tot. Hslds.: 424,800.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 24.6, Cotton 1.7, Jackson 6.8, Jefferson 1.8, Stephens 10.9, Tillman 2.6; TEX.: Archer 2.0, Baylor 1.2, Clay 2.5, Foard 0.5, Hardeman 1.4, Knox 1.2, Montague 4.5, Throckmorton 0.5, Wichita 29.6, Wilbarger 3.7, Young 4.6. Tot. Hslds.: 152,800.

WILKES BARRE-SCRANTON, PA.— Carbon 4.2, Clinton 2.8, Columbia 4.5, Lackawanna 16.1, Luzerne 24.4, Lycoming 8.6, Monroe 6.7, Montour 1.2, Northumberland 7.4, Schuylkill 11.5, Snyder 2.4, Sullivan 0.4, Susquehanna 2.9, Union 2.2, Wayne 2.8, Wyoming 1.9. Tot. Hslds.: 525,800.

WILMINGTON, N.C.— Bladen 7.3, Brunswick 14.1, Columbus 12.7, New Hanover 33.3, Pender 7.7, Robeson 24.9. Tot. Hslds.: 145,800.

YAKIMA-PASCO-RICHLAND-KENNEWICK, WASH.— ORE.: Morrow 1.6, Umatilla 12.8; WASH.: Benton 24.7, Franklin 7.1, Kittitas (eastern portion) 4.8, Walla Walla 10.3, Yakima 38.7. Tot. Hslds.: 171,500.

YOUNGSTOWN, OHIO— Columbiana 14.9, Mahoning 36.9, Trumbull 31.5; PA.: Mercer 16.7. Tot. Hslds.: 272,300.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 30,900.

Population

ADI	(Thous.)	Rank
New York, N.Y.	18,650.7	1
Los Angeles, Calif.	14,634.4	2
Chicago, Ill.	8,389.2	3
Philadelphia, Pa.	7,181.9	4
San Francisco–Oakland–San Jose, Calif.	6,023.4	5
Boston, Mass.	5,726.9	6
Washington, D.C.	4,747.6	7
Detroit, Mich.	4,672.7	8
Dallas–Ft. Worth, Tex.	4,661.0	9
Houston, Tex.	4,052.6	10
Atlanta, Ga.	3,850.9	11
Cleveland, Ohio	3,776.0	12
Minneapolis–St. Paul, Minn.	3,667.3	13
Seattle–Tacoma, Wash.	3,586.6	14
Miami–Ft. Lauderdale, Fla.	3,320.7	15
St. Louis, Mo.	2,954.7	16
Pittsburgh, Pa.	2,950.9	17
Tampa–St. Petersburg, Fla.	2,948.2	18
Sacramento–Stockton, Calif.	2,922.9	19
Phoenix, Ariz.	2,703.3	20
Baltimore, Md.	2,583.9	21
Denver, Colo.	2,576.1	22
San Diego, Calif.	2,562.9	23
Hartford–New Haven, Conn.	2,474.0	24
Orlando–Daytona Beach–Melbourne, Fla.	2,312.1	25
Indianapolis, Ind.	2,261.3	26
Portland, Ore.	2,226.7	27
Milwaukee, Wisc.	2,065.9	28
Cincinnati, Ohio	2,041.8	29
Kansas City, Mo.	1,985.8	30
Raleigh–Durham, N.C.	1,938.0	31
Charlotte, N.C.	1,937.4	32
Nashville, Tenn.	1,894.9	33
Salt Lake City, Utah	1,872.7	34
Columbus, Ohio	1,836.6	35
Greenville–Spartanburg–Asheville, S.C.–N.C.	1,711.6	36
Grand Rapids–Kalamazoo–Battle Creek, Mich.	1,702.5	37
San Antonio, Tex.	1,689.6	38
Norfolk–Portsmouth–Newport News–Hampton, Va.	1,681.2	39
Buffalo, N.Y.	1,671.3	40
New Orleans, La.	1,664.7	41
Memphis, Tenn.	1,649.6	42
Providence–New Bedford, R.I.–Mass.	1,529.9	43
Oklahoma City, Okla.	1,481.1	44
Harrisburg–York–Lancaster–Lebanon, Pa.	1,463.5	45
Louisville, Ky.	1,461.5	46
Albuquerque, N.M.	1,423.0	47
Fresno–Visalia, Calif.	1,393.8	48
Wilkes-Barre–Scranton, Pa.	1,376.7	49
Greensboro–Winston-Salem–High Point, N.C.	1,337.8	50
Birmingham, Ala.	1,334.4	51
Albany–Schenectady–Troy, N.Y.	1,329.3	52
Dayton, Ohio	1,328.0	53
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	1,278.2	54
Charleston–Huntington, W.Va.	1,249.3	55
Jacksonville, Fla.	1,243.6	56
Flint–Saginaw–Bay City, Mich.	1,233.3	57
Little Rock, Ark.	1,193.6	58
Tulsa, Okla.	1,149.8	59
Richmond, Va.	1,149.7	60
Mobile–Pensacola, Ala.–Fla.	1,109.0	61
Wichita–Hutchinson, Kans.	1,103.3	62
Knoxville, Tenn.	1,096.8	63
Toledo, Ohio	1,095.7	64
Syracuse, N.Y.	1,054.2	65
Green Bay–Appleton, Wisc.	1,023.5	66
Roanoke–Lynchburg, Va.	1,019.2	67
Shreveport–Texarkana, La.–Tex.–Ark.	995.5	68
Portland–Poland Spring, Maine	966.1	69
Rochester, N.Y.	962.6	70
Austin, Tex.	957.8	71
Des Moines, Iowa	951.5	72
Omaha, Neb.	945.0	73
Lexington, Ky.	915.9	74
Springfield–Decatur–Champaign, Ill.	884.3	75
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	866.8	76
Spokane, Wash.	831.3	77
Springfield, Mo.	828.6	78
Columbia, S.C.	822.9	79
Johnstown–Altoona, Pa.	811.3	80
South Bend–Elkhart, Ind.	808.7	81
Tucson, Ariz.	807.1	82
Cedar Rapids–Waterloo–Dubuque, Iowa	806.1	83
Chattanooga, Tenn.	805.2	84
Las Vegas, Nev.	787.6	85
Jackson, Miss.	784.8	86
Davenport–Rock Island–Moline, Iowa–Ill.	783.5	87
Bristol–Kingsport–Johnson City, Tenn.	778.1	88
El Paso, Tex.	762.4	89
Huntsville–Decatur–Florence, Ala.	743.6	90
Baton Rouge, La.	726.0	91
Youngstown, Ohio	718.8	92
McAllen–Brownsville, Tex.	715.1	93
Waco–Temple–Bryan, Tex.	708.5	94
Madison, Wisc.	698.8	95
Evansville, Ind.	686.1	96
Springfield, Mass.	677.4	97
Burlington–Plattsburgh, Vt.–N.Y.	660.1	98
Savannah, Ga.	653.6	99
Ft. Myers–Naples, Fla.	651.6	100
Greenville–New Bern–Washington, N.C.	640.6	101
Colorado Springs–Pueblo, Colo.	637.4	102
Salinas–Monterey, Calif.	633.9	103
Charleston, S.C.	633.7	104
Ft. Wayne, Ind.	632.2	105
Lansing, Mich.	628.5	106
Lincoln–Hastings–Kearney, Neb.	616.4	107
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	596.3	108
Peoria–Bloomington, Ill.	586.2	109
Sioux Falls–Mitchell, S.D.	580.7	110
Montgomery–Selma, Ala.	578.4	111
Augusta, Ga.	571.3	112
Fargo, N.D.	570.9	113
Tyler–Longview–Jacksonville, Tex.	538.5	114
Tallahassee–Thomasville, Fla.–Ga.	535.3	115
Lafayette, La.	524.7	116
Eugene, Ore.	510.8	117
Corpus Christi, Tex.	504.8	118
Macon, Ga.	504.5	119
Columbus, Ga.	500.3	120
Reno, Nev.	496.9	121
Ft. Smith, Ark.	492.5	122
Bakersfield, Calif.	482.4	123
Traverse City–Cadillac, Mich.	480.0	124
Monroe–El Dorado, La.–Ark.	476.4	125
Yakima–Pasco–Richland–Kennewick, Wash.	476.3	126
La Crosse–Eau Claire, Wisc.	473.6	127
Columbus–Tupelo, Miss.	470.8	128
Amarillo, Tex.	448.1	129
Wausau–Rhinelander, Wisc.	438.3	130
Duluth–Superior, Minn.–Wisc.	433.5	131
Beaumont–Port Arthur, Tex.	430.0	132
Chico–Redding, Calif.	425.5	133
Binghamton, N.Y.	424.9	134
Florence–Myrtle Beach, S.C.	415.9	135
Wichita Falls–Lawton, Tex.–Okla.	413.4	136
Rockford, Ill.	412.6	137
Boise, Ida.	411.8	138
Terre Haute, Ind.	411.7	139
Sioux City, Iowa	411.4	140
Erie, Pa.	410.7	141
Topeka, Kans.	405.6	142
Wilmington, N.C.	386.8	143
Odessa–Midland, Tex.	384.5	144
Lubbock, Tex.	377.9	145
Albany, Ga.	377.1	146
Wheeling–Steubenville, W.Va.–Ohio	374.3	147
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	363.1	148
Bluefield–Beckley–Oak Hill, W.Va.	362.2	149
Columbia–Jefferson City, Mo.	360.0	150
Joplin–Pittsburg, Mo.–Kans.	353.9	151
Medford, Ore.	349.8	152
Rochester–Mason City–Austin, Minn.–Iowa	349.1	153
Bangor, Maine	332.7	154
Idaho Falls–Pocatello, Ida.	322.3	155
Biloxi–Gulfport–Pascagoula, Miss.	301.3	156
Abilene–Sweetwater, Tex.	289.4	157
Quincy–Hannibal, Ill.–Mo.	289.0	158
Utica, N.Y.	285.3	159
Sarasota, Fla.	282.7	160
Clarksburg–Weston, W.Va.	279.1	161
Laurel–Hattiesburg, Miss.	264.9	162
Palm Springs, Calif.	259.3	163
Panama City, Fla.	253.8	164
Watertown–Carthage, N.Y.	253.1	165
Alexandria, La.	249.8	166
Salisbury, Md.	248.9	167
Dothan, Ala.	238.9	168
Harrisonburg, Va.	238.9	168
Elmira, N.Y.	235.8	170
Rapid City, S.D.	233.6	171
Gainesville, Fla.	231.0	172
Greenwood–Greenville, Miss.	230.5	173
Lake Charles, La.	228.7	174
Billings–Hardin, Mont.	225.5	175
El Centro–Yuma, Calif.–Ariz.	220.0	176
Missoula, Mont.	188.0	177
Jonesboro, Ark.	186.1	178
Ardmore–Ada, Okla.	182.6	179
Meridian, Miss.	180.1	180
Grand Junction–Durango, Colo.	177.6	181
Great Falls, Mont.	168.7	182
Tuscaloosa, Ala.	151.6	183
Marquette, Mich.	151.3	184
Jackson, Tenn.	150.2	185
Parkersburg, W.Va.	148.4	186
Laredo, Tex.	145.1	187
Eureka, Calif.	144.0	188
San Angelo, Tex.	134.7	189
Lafayette, Ind.	131.2	190
Butte, Mont.	129.2	191
St. Joseph, Mo.	128.1	192
Bowling Green, Ky.	122.7	193
Hagerstown, Md.	122.1	194
Anniston, Ala.	116.2	195
Lima, Ohio	109.8	196
Charlottesville, Va.	109.4	197
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	109.1	198
Casper–Riverton, Wyo.	108.7	199
Flagstaff, Ariz.	98.6	200
Twin Falls, Ida.	97.4	201
Ottumwa–Kirksville, Iowa–Mo.	87.4	202
Presque Isle, Maine	86.6	203
Mankato, Minn.	82.3	204
Zanesville, Ohio	82.1	205
Bend, Ore.	75.8	206
Victoria, Tex.	74.3	207
Helena, Mont.	47.7	208
North Platte, Neb.	45.0	209
Alpena, Mich.	40.8	210

Households

ADI	(Thous.)	Rank
New York, N.Y.	6,822.5	1
Los Angeles, Calif.	4,937.3	2
Chicago, Ill.	3,024.0	3
Philadelphia, Pa.	2,641.9	4
San Francisco–Oakland–San Jose, Calif.	2,257.1	5
Boston, Mass.	2,137.9	6
Washington, D.C.	1,761.6	7
Dallas–Ft. Worth, Tex.	1,741.5	8
Detroit, Mich.	1,726.3	9
Houston, Tex.	1,452.1	10
Cleveland, Ohio	1,433.1	11
Atlanta, Ga.	1,431.0	12
Seattle–Tacoma, Wash.	1,396.2	13
Minneapolis–St. Paul, Minn.	1,374.1	14
Miami–Ft. Lauderdale, Fla.	1,274.2	15
Tampa–St. Petersburg, Fla.	1,225.9	16
Pittsburgh, Pa.	1,154.3	17
St. Louis, Mo.	1,114.8	18
Sacramento–Stockton, Calif.	1,051.4	19
Phoenix, Ariz.	1,016.6	20
Denver, Colo.	1,012.9	21
Baltimore, Md.	955.4	22
Hartford–New Haven, Conn.	931.2	23
San Diego, Calif.	911.8	24
Orlando–Daytona Beach–Melbourne, Fla.	907.3	25
Portland, Ore.	860.0	26
Indianapolis, Ind.	859.5	27
Milwaukee, Wisc.	763.1	28
Cincinnati, Ohio	761.7	29
Kansas City, Mo.	760.7	30
Charlotte, N.C.	733.7	31
Raleigh–Durham, N.C.	724.4	32
Nashville, Tenn.	715.6	33
Columbus, Ohio	692.3	34
Greenville–Spartanburg–Asheville, S.C.–N.C.	657.1	35
Buffalo, N.Y.	635.7	36
Grand Rapids–Kalamazoo–Battle Creek, Mich.	613.1	37
Norfolk–Portsmouth–Newport News–Hampton, Va.	600.7	38
New Orleans, La.	599.9	39
Memphis, Tenn.	597.8	40
Salt Lake City, Utah	588.9	41
San Antonio, Tex.	581.9	42
Providence–New Bedford, R.I.–Mass.	573.8	43
Oklahoma City, Okla.	569.0	44
Louisville, Ky.	551.7	45
Harrisburg–York–Lancaster–Lebanon, Pa.	547.0	46
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	533.7	47
Greensboro–Winston-Salem–High Point, N.C.	525.8	48
Wilkes-Barre–Scranton, Pa.	525.0	49
Albuquerque, N.M.	508.2	50
Albany–Schenectady–Troy, N.Y.	507.6	51
Birmingham, Ala.	504.9	52
Dayton, Ohio	501.4	53
Charleston–Huntington, W.Va.	468.8	54
Jacksonville, Fla.	464.4	55
Flint–Saginaw–Bay City, Mich.	455.1	56
Little Rock, Ark.	452.9	57
Fresno–Visalia, Calif.	447.9	58
Tulsa, Okla.	446.6	59
Richmond, Va.	435.0	60
Wichita–Hutchinson, Kans.	424.9	61
Knoxville, Tenn.	421.5	62
Mobile–Pensacola, Ala.–Fla.	407.1	63
Toledo, Ohio	404.1	64
Roanoke–Lynchburg, Va.	391.3	65
Syracuse, N.Y.	385.7	66
Green Bay–Appleton, Wisc.	381.0	67
Austin, Tex.	370.6	68
Des Moines, Iowa	370.0	69
Portland–Poland Spring, Maine	369.6	70
Shreveport–Texarkana, La.–Tex.–Ark.	368.4	71
Rochester, N.Y.	361.0	72
Omaha, Neb.	358.0	73
Lexington, Ky.	343.1	74
Springfield–Decatur–Champaign, Ill.	338.9	75
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	338.3	76
Springfield, Mo.	321.9	77
Spokane, Wash.	318.9	78
Tucson, Ariz.	310.2	79
Chattanooga, Tenn.	305.9	80
Las Vegas, Nev.	304.8	81
Johnstown–Altoona, Pa.	303.4	82
Cedar Rapids–Waterloo–Dubuque, Iowa	302.0	83
Davenport–Rock Island–Moline, Iowa–Ill.	302.0	83
Bristol–Kingsport–Johnson City, Tenn.	297.6	85
South Bend–Elkhart, Ind.	297.5	86
Columbia, S.C.	289.0	87
Huntsville–Decatur–Florence, Ala.	283.9	88
Jackson, Miss.	277.9	89
Youngstown, Ohio	272.3	90
Ft. Myers–Naples, Fla.	270.0	91
Madison, Wisc.	267.4	92
Evansville, Ind.	262.1	93
Baton Rouge, La.	251.9	94
Waco–Temple–Bryan, Tex.	250.7	95
Springfield, Mass.	249.3	96
Burlington–Plattsburgh, Vt.–N.Y.	241.8	97
Lincoln–Hastings–Kearney, Neb.	239.9	98
Colorado Springs–Pueblo, Colo.	238.4	99
El Paso, Tex.	235.7	100
Ft. Wayne, Ind.	232.8	101
Savannah, Ga.	232.0	102
Lansing, Mich.	227.2	103
Greenville–New Bern–Washington, N.C.	225.5	104
Charleston, S.C.	221.5	105
Peoria–Bloomington, Ill.	220.6	106
Sioux Falls–Mitchell, S.D.	219.6	107
Fargo, N.D.	214.9	108
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	213.7	109
Salinas–Monterey, Calif.	212.0	110
Montgomery–Selma, Ala.	208.6	111
Augusta, Ga.	203.2	112
Tyler–Longview–Jacksonville, Tex.	201.2	113
Eugene, Ore.	197.8	114
McAllen–Brownsville, Tex.	195.8	115
Tallahassee–Thomasville, Fla.–Ga.	195.6	116
Reno, Nev.	192.5	117
Ft. Smith, Ark.	187.3	118
Lafayette, La.	184.0	119
Macon, Ga.	180.9	120
Columbus, Ga.	180.6	121
Traverse City–Cadillac, Mich.	180.1	122
La Crosse–Eau Claire, Wisc.	175.0	123
Columbus–Tupelo, Miss.	171.7	124
Yakima–Pasco–Richland–Kennewick, Wash.	171.5	125
Corpus Christi, Tex.	171.1	126
Duluth–Superior, Minn.–Wisc.	170.8	127
Monroe–El Dorado, La.–Ark.	169.1	128
Amarillo, Tex.	167.9	129
Chico–Redding, Calif.	163.8	130
Wausau–Rhinelander, Wisc.	161.8	131
Bakersfield, Calif.	161.2	132
Beaumont–Port Arthur, Tex.	160.2	133
Binghamton, N.Y.	160.1	134
Terre Haute, Ind.	157.7	135
Rockford, Ill.	156.3	136
Sioux City, [illegible]	153.6	137
Erie, Pr[illegible]	152.6	138
Wichita Falls–[illegible] Tex.–Okla.	152.6	138
Topeka, Kans.	151.6	140
Boise, Ida.	151.1	141
Florence–Myrtle Beach, S.C.	151.1	141
Wilmington, N.C.	145.9	143
Wheeling–Steubenville, W.Va.–Ohio	144.8	144
Joplin–Pittsburg, Mo.–Kans.	139.8	145
Medford, Ore.	138.1	146
Bluefield–Beckley–Oak Hill, W.Va.	137.8	147
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	135.4	148
Rochester–Mason City–Austin, Minn.–Iowa	135.4	148
Lubbock, Tex.	134.9	150
Odessa–Midland, Tex.	134.8	151
Columbia–Jefferson City, Mo.	133.6	152
Albany, Ga.	133.3	153
Sarasota, Fla.	127.8	154
Bangor, Maine	125.0	155
Quincy–Hannibal, Ill.–Mo.	110.3	156
Abilene–Sweetwater, Tex.	108.2	157
Biloxi–Gulfport–Pascagoula, Miss.	106.9	158
Clarksburg–Weston, W.Va.	106.6	159
Idaho Falls–Pocatello, Ida.	106.4	160
Utica, N.Y.	105.2	161
Panama City, Fla.	96.1	162
Laurel–Hattiesburg, Miss.	95.1	163
Salisbury, Md.	94.7	164
Gainesville, Fla.	89.9	165
Palm Springs, Calif.	89.2	166
Dothan, Ala.	89.1	167
Elmira, N.Y.	87.8	168
Harrisonburg, Va.	87.8	168
Watertown–Carthage, N.Y.	86.4	170
Billings–Hardin, Mont.	86.2	171
Rapid City, S.D.	85.4	172
Alexandria, La.	84.7	173
Lake Charles, La.	80.8	174
Greenwood–Greenville, Miss.	75.6	175
Jonesboro, Ark.	72.7	176
Missoula, Mont.	72.7	176
Ardmore–Ada, Okla.	70.5	178
El Centro–Yuma, Calif.–Ariz.	69.9	179
Grand Junction–Durango, Colo.	68.8	180
Meridian, Miss.	65.4	181
Great Falls, Mont.	63.2	182
Jackson, Tenn.	57.7	183
Parkersburg, W.Va.	57.5	184
Marquette, Mich.	56.7	185
Tuscaloosa, Ala.	55.8	186
Eureka, Calif.	55.0	187
Butte, Mont.	49.9	188
St. Joseph, Mo.	49.6	189
San Angelo, Tex.	48.9	190
Bowling Green, Ky.	46.1	191
Lafayette, Ind.	45.9	192
Hagerstown, Md.	45.0	193
Anniston, Ala.	43.0	194
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	42.2	195
Casper–Riverton, Wyo.	41.0	196
Charlottesville, Va.	40.9	197
Lima, Ohio	39.4	198
Laredo, Tex.	38.0	199
Twin Falls, Ida.	36.2	200
Ottumwa–Kirksville, Iowa–Mo.	33.9	201
Presque Isle, Maine	31.2	202
Zanesville, Ohio	30.8	203
Flagstaff, Ariz.	30.6	204
Mankato, Minn.	30.4	205
Bend, Ore.	29.6	206
Victoria, Tex.	26.2	207
Helena, Mont.	18.7	208
North Platte, Neb.	17.6	209
Alpena, Mich.	16.1	210

Effective Buying Income (EBI)

ADI	($000)	Rank
New York, N.Y.	334,768,128	1
Los Angeles, Calif.	227,215,630	2
Chicago, Ill.	131,509,938	3
San Francisco–Oakland–San Jose, Calif.	113,928,247	4
Philadelphia, Pa.	113,063,668	5
Boston, Mass.	98,914,171	6
Washington, D.C.	88,508,825	7
Detroit, Mich.	68,183,682	8
Dallas–Ft. Worth, Tex.	67,737,639	9
Houston, Tex.	55,638,038	10
Seattle–Tacoma, Wash.	55,303,946	11
Atlanta, Ga.	54,647,019	12
Minneapolis–St. Paul, Minn.	52,452,004	13
Cleveland, Ohio	51,458,596	14
Miami–Ft. Lauderdale, Fla.	48,391,395	15
St. Louis, Mo.	42,278,046	16
Hartford–New Haven, Conn.	41,727,044	17
Sacramento–Stockton, Calif.	41,202,407	18
San Diego, Calif.	41,179,182	19
Tampa–St. Petersburg, Fla.	40,158,165	20
Pittsburgh, Pa.	39,656,855	21
Baltimore, Md.	38,544,766	22
Denver, Colo.	38,002,238	23
Phoenix, Ariz.	35,203,419	24
Milwaukee, Wisc.	31,365,070	25
Orlando–Daytona Beach–Melbourne, Fla.	30,595,972	26
Indianapolis, Ind.	29,507,641	27
Portland, Ore.	29,425,836	28
Kansas City, Mo.	28,785,401	29
Cincinnati, Ohio	27,502,007	30
Charlotte, N.C.	24,489,597	31
Raleigh–Durham, N.C.	23,708,930	32
Nashville, Tenn.	23,693,652	33
Columbus, Ohio	23,448,749	34
Grand Rapids–Kalamazoo–Battle Creek, Mich.	22,455,462	35
Buffalo, N.Y.	22,164,783	36
Providence–New Bedford, R.I.–Mass.	21,530,728	37
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	21,477,379	38
Harrisburg–York–Lancaster–Lebanon, Pa.	21,062,352	39
Norfolk–Portsmouth–Newport News–Hampton, Va.	20,991,289	40
New Orleans, La.	19,689,242	41
Greenville–Spartanburg–Asheville, S.C.–N.C.	19,642,987	42
Albany–Schenectady–Troy, N.Y.	19,514,342	43
Salt Lake City, Utah	19,394,385	44
San Antonio, Tex.	18,272,872	45
Memphis, Tenn.	18,007,109	46
Louisville, Ky.	17,668,052	47
Greensboro–Winston-Salem–High Point, N.C.	17,560,339	48
Dayton, Ohio	17,532,266	49
Oklahoma City, Okla.	16,935,925	50
Wilkes-Barre–Scranton, Pa.	16,466,947	51
Richmond, Va.	16,174,281	52
Fresno–Visalia, Calif.	15,993,001	53
Jacksonville, Fla.	15,987,425	54
Albuquerque, N.M.	15,222,348	55
Birmingham, Ala.	15,208,283	56
Rochester, N.Y.	15,141,815	57
Wichita–Hutchinson, Kans.	14,919,050	58
Flint–Saginaw–Bay City, Mich.	14,860,002	59
Syracuse, N.Y.	14,498,106	60
Toledo, Ohio	13,996,283	61
Little Rock, Ark.	13,606,277	62
Portland–Poland Spring, Maine	13,187,085	63
Mobile–Pensacola, Ala.–Fla.	13,148,741	64
Omaha, Neb.	13,041,318	65
Tulsa, Okla.	13,009,244	66
Austin, Tex.	12,993,316	67
Charleston–Huntington, W.Va.	12,924,699	68
Green Bay–Appleton, Wisc.	12,639,354	69
Des Moines, Iowa	12,422,057	70
Roanoke–Lynchburg, Va.	12,319,204	71
Knoxville, Tenn.	12,209,402	72
Springfield–Decatur–Champaign, Ill.	11,755,129	73
Davenport–Rock Island–Moline, Iowa–Ill.	10,639,771	74
Las Vegas, Nev.	10,557,430	75
Shreveport–Texarkana, La.–Tex.–Ark.	10,518,501	76
Cedar Rapids–Waterloo–Dubuque, Iowa	10,464,662	77
Lexington, Ky.	9,937,538	78
Spokane, Wash.	9,784,737	79
South Bend–Elkhart, Ind.	9,746,360	80
Columbia, S.C.	9,672,663	81
Madison, Wisc.	9,612,860	82
Salinas–Monterey, Calif.	9,497,315	83
Ft. Myers–Naples, Fla.	9,331,559	84
Springfield, Mass.	9,235,487	85
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	9,105,750	86
Chattanooga, Tenn.	9,042,747	87
Huntsville–Decatur–Florence, Ala.	9,014,542	88
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	9,012,717	89
Youngstown, Ohio	8,938,779	90
Johnstown–Altoona, Pa.	8,940,132	91
Tucson, Ariz.	8,879,812	92
Peoria–Bloomington, Ill.	8,767,415	93
Baton Rouge, La.	8,635,514	94
Springfield, Mo.	8,601,917	95
Bristol–Kingsport–Johnson City, Tenn.	8,581,760	96
Lansing, Mich.	8,327,369	97
Jackson, Miss.	8,231,894	98
Evansville, Ind.	8,213,658	99
Burlington–Plattsburgh, Vt.–N.Y.	8,102,970	100
Ft. Wayne, Ind.	7,739,977	101
Lincoln–Hastings–Kearney, Neb.	7,643,488	102
Waco–Temple–Bryan, Tex.	7,544,992	103
Colorado Springs–Pueblo, Colo.	7,312,321	104
Savannah, Ga.	7,281,763	105
Reno, Nev.	7,052,930	106
Charleston, S.C.	6,878,400	107
El Paso, Tex.	6,752,595	108
Sioux Falls–Mitchell, S.D.	6,649,857	109
Fargo, N.D.	6,471,852	110
Tyler–Longview–Jacksonville, Tex.	6,268,521	111
Bakersfield, Calif.	6,259,679	112
Augusta, Ga.	6,177,254	113
Greenville–New Bern–Washington, N.C.	6,095,610	114
Binghamton, N.Y.	5,928,109	115
Tallahassee–Thomasville, Fla.–Ga.	5,909,478	116
Rockford, Ill.	5,866,407	117
Montgomery–Selma, Ala.	5,818,100	118
Eugene, Ore.	5,814,461	119
Macon, Ga.	5,759,419	120
Yakima–Pasco–Richland–Kennewick, Wash.	5,666,721	121
Lafayette, La.	5,501,058	122
Beaumont–Port Arthur, Tex.	5,480,829	123
La Crosse–Eau Claire, Wisc.	5,480,341	124
Ft. Smith, Ark.	5,419,746	125
Erie, Pa.	5,313,412	126
Amarillo, Tex.	5,235,737	127
Topeka, Kans.	5,231,889	128
Columbus, Ga.	5,227,494	129
Corpus Christi, Tex.	5,141,440	130
Wausau–Rhinelander, Wisc.	5,141,382	131
Duluth–Superior, Minn.–Wisc.	5,128,170	132
Chico–Redding, Calif.	4,978,029	133
Traverse City–Cadillac, Mich.	4,898,184	134
Boise, Ida.	4,840,648	135
Terre Haute, Ind.	4,699,336	136
McAllen–Brownsville, Tex.	4,685,762	137
Odessa–Midland, Tex.	4,585,277	138
Sioux City, Iowa	4,448,042	139
Rochester–Mason City–Austin, Minn.–Iowa	4,440,024	140
Sarasota, Fla.	4,433,741	141
Columbus–Tupelo, Miss.	4,387,301	142
Columbia–Jefferson City, Mo.	4,324,528	143
Florence–Myrtle Beach, S.C.	4,294,460	144
Wichita Falls–Lawton, Tex.–Okla.	4,287,258	145
Monroe–El Dorado, La.–Ark.	4,283,546	146
Wheeling–Steubenville, W.Va.–Ohio	4,243,200	147
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	4,210,527	148
Lubbock, Tex.	3,918,966	149
Wilmington, N.C.	3,899,732	150
Bangor, Maine	3,850,306	151
Medford, Ore.	3,719,364	152
Joplin–Pittsburg, Mo.–Kans.	3,715,569	153
Albany, Ga.	3,621,529	154
Utica, N.Y.	3,612,081	155
Palm Springs, Calif.	3,591,058	156
Bluefield–Beckley–Oak Hill, W.Va.	3,496,970	157
Idaho Falls–Pocatello, Ida.	3,486,848	158
Biloxi–Gulfport–Pascagoula, Miss.	3,400,772	159
Quincy–Hannibal, Ill.–Mo.	3,217,320	160
Abilene–Sweetwater, Tex.	3,036,239	161
Salisbury, Md.	2,942,575	162
Elmira, N.Y.	2,777,589	163
Rapid City, S.D.	2,756,759	164
Gainesville, Fla.	2,743,809	165
Harrisonburg, Va.	2,683,895	166
Clarksburg–Weston, W.Va.	2,674,377	167
Watertown–Carthage, N.Y.	2,602,431	168
Laurel–Hattiesburg, Miss.	2,578,000	169
Lake Charles, La.	2,550,634	170
Panama City, Fla.	2,511,539	171
Billings–Hardin, Mont.	2,510,525	172
Dothan, Ala.	2,422,825	173
Alexandria, La.	2,258,504	174
Missoula, Mont.	2,156,069	175
Grand Junction–Durango, Colo.	2,114,466	176
El Centro–Yuma, Calif.–Ariz.	1,996,664	177
Jonesboro, Ark.	1,897,540	178
Great Falls, Mont.	1,839,714	179
Meridian, Miss.	1,759,159	180
Eureka, Calif.	1,730,515	181
Parkersburg, W.Va.	1,729,846	182
Greenwood–Greenville, Miss.	1,722,735	183
Marquette, Mich.	1,653,543	184
Jackson, Tenn.	1,637,801	185
Lafayette, Ind.	1,629,803	186
San Angelo, Tex.	1,583,649	187
Tuscaloosa, Ala.	1,578,330	188
Charlottesville, Va.	1,524,398	189
Ardmore–Ada, Okla.	1,518,189	190
St. Joseph, Mo.	1,504,399	191
Hagerstown, Md.	1,464,057	192
Butte, Mont.	1,442,167	193
Casper–Riverton, Wyo.	1,346,007	194
Lima, Ohio	1,308,038	195
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	1,238,999	196
Anniston, Ala.	1,220,726	197
Bowling Green, Ky.	1,203,738	198
Twin Falls, Ida.	1,139,963	199
Presque Isle, Maine	948,166	200
Flagstaff, Ariz.	928,790	201
Laredo, Tex.	903,164	202
Mankato, Minn.	883,047	203
Victoria, Tex.	874,397	204
Bend, Ore.	854,292	205
Ottumwa–Kirksville, Iowa–Mo.	839,950	206
Zanesville, Ohio	827,658	207
Helena, Mont.	577,398	208
North Platte, Neb.	558,262	209
Alpena, Mich.	479,444	210

Retail Sales

ADI	($000)	Rank
New York, N.Y.	136,993,448	1
Los Angeles, Calif.	110,366,599	2
Chicago, Ill.	63,400,771	3
Philadelphia, Pa.	55,134,514	4
Boston, Mass.	50,958,312	5
San Francisco–Oakland–San Jose, Calif.	49,536,812	6
Dallas–Ft. Worth, Tex.	38,431,905	7
Washington, D.C.	37,736,919	8
Detroit, Mich.	35,736,699	9
Atlanta, Ga.	29,700,302	10
Houston, Tex.	28,400,582	11
Minneapolis–St. Paul, Minn.	28,336,525	12
Seattle–Tacoma, Wash.	28,108,631	13
Miami–Ft. Lauderdale, Fla.	27,939,867	14
Cleveland, Ohio	25,600,898	15
Tampa–St. Petersburg, Fla.	22,530,387	16
St. Louis, Mo.	20,748,211	17
Sacramento–Stockton, Calif.	19,802,038	18
Hartford–New Haven, Conn.	19,758,466	19
Denver, Colo.	19,705,454	20
Phoenix, Ariz.	19,449,053	21
San Diego, Calif.	19,209,425	22
Pittsburgh, Pa.	19,082,739	23
Baltimore, Md.	18,741,154	24
Orlando–Daytona Beach–Melbourne, Fla.	18,468,341	25
Portland, Ore.	16,808,105	26
Indianapolis, Ind.	16,265,693	27
Milwaukee, Wisc.	15,240,718	28
Kansas City, Mo.	14,482,302	29
Cincinnati, Ohio	13,745,775	30
Charlotte, N.C.	13,469,640	31
Raleigh–Durham, N.C.	13,155,912	32
Columbus, Ohio	12,723,079	33
Nashville, Tenn.	12,424,377	34
New Orleans, La.	12,331,839	35
Norfolk–Portsmouth–Newport News–Hampton, Va.	11,893,556	36
Grand Rapids–Kalamazoo–Battle Creek, Mich.	11,731,825	37
Providence–New Bedford, R.I.–Mass.	11,588,116	38
Greenville–Spartanburg–Asheville, S.C.–N.C.	11,437,434	39
Harrisburg–York–Lancaster–Lebanon, Pa.	11,404,057	40
Salt Lake City, Utah	11,265,311	41
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	10,988,433	42
San Antonio, Tex.	10,918,562	43
Buffalo, N.Y.	10,766,883	44
Albany–Schenectady–Troy, N.Y.	10,576,007	45
Memphis, Tenn.	10,123,681	46
Oklahoma City, Okla.	9,921,728	47
Greensboro–Winston-Salem–High Point, N.C.	9,720,638	48
Louisville, Ky.	9,658,622	49
Jacksonville, Fla.	9,222,434	50
Wilkes-Barre–Scranton, Pa.	9,205,559	51
Portland–Poland Spring, Maine	8,964,500	52
Birmingham, Ala.	8,922,951	53
Dayton, Ohio	8,836,107	54
Albuquerque, N.M.	8,714,231	55
Flint–Saginaw–Bay City, Mich.	8,645,045	56
Richmond, Va.	8,361,294	57
Little Rock, Ark.	8,097,089	58
Fresno–Visalia, Calif.	7,751,474	59
Tulsa, Okla.	7,577,190	60
Rochester, N.Y.	7,480,168	61
Mobile–Pensacola, Ala.–Fla.	7,449,326	62
Toledo, Ohio	7,394,603	63
Wichita–Hutchinson, Kans.	7,315,193	64
Syracuse, N.Y.	7,293,758	65
Green Bay–Appleton, Wisc.	7,220,659	66
Knoxville, Tenn.	7,191,394	67
Charleston–Huntington, W.Va.	7,066,045	68
Austin, Tex.	6,923,034	69
Roanoke–Lynchburg, Va.	6,874,442	70
Des Moines, Iowa	6,700,742	71
Omaha, Neb.	6,349,161	72
Springfield–Decatur–Champaign, Ill.	6,294,395	73
Shreveport–Texarkana, La.–Tex.–Ark.	6,178,386	74
Madison, Wisc.	6,156,546	75
Lexington, Ky.	6,019,320	76
Las Vegas, Nev.	5,850,623	77
Spokane, Wash.	5,491,068	78
Columbia, S.C.	5,489,890	79
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	5,445,217	80
South Bend–Elkhart, Ind.	5,359,492	81
Tucson, Ariz.	5,327,199	82
Cedar Rapids–Waterloo–Dubuque, Iowa	5,320,016	83
Huntsville–Decatur–Florence, Ala.	5,271,922	84
Ft. Myers–Naples, Fla.	5,247,309	85
Davenport–Rock Island–Moline, Iowa–Ill.	5,212,514	86
Springfield, Mo.	5,198,915	87
Chattanooga, Tenn.	5,104,879	88
Johnstown–Altoona, Pa.	5,013,880	89
Springfield, Mass.	4,976,812	90
Burlington–Plattsburgh, Vt.–N.Y.	4,826,411	91
Baton Rouge, La.	4,788,488	92
Jackson, Miss.	4,743,150	93
Youngstown, Ohio	4,721,246	94
Lansing, Mich.	4,549,999	95
Salinas–Monterey, Calif.	4,441,643	96
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	4,364,527	97
Evansville, Ind.	4,335,160	98
El Paso, Tex.	4,282,422	99
Charleston, S.C.	4,242,367	100
Bristol–Kingsport–Johnson City, Tenn.	4,198,666	101
Ft. Wayne, Ind.	4,167,967	102
Peoria–Bloomington, Ill.	4,099,608	103
Savannah, Ga.	4,094,280	104
Waco–Temple–Bryan, Tex.	4,088,783	105
Colorado Springs–Pueblo, Colo.	4,067,257	106
Reno, Nev.	4,064,642	107
Tyler–Longview–Jacksonville, Tex.	3,827,222	108
Fargo, N.D.	3,808,541	109
Lincoln–Hastings–Kearney, Neb.	3,805,172	110
Greenville–New Bern–Washington, N.C.	3,764,423	111
Sioux Falls–Mitchell, S.D.	3,720,939	112
Eugene, Ore.	3,701,534	113
Augusta, Ga.	3,511,540	114
Montgomery–Selma, Ala.	3,498,170	115
Tallahassee–Thomasville, Fla.–Ga.	3,469,082	116
Traverse City–Cadillac, Mich.	3,413,148	117
McAllen–Brownsville, Tex.	3,389,213	118
Florence–Myrtle Beach, S.C.	3,375,096	119
Ft. Smith, Ark.	3,281,101	120
Amarillo, Tex.	3,227,231	121
Macon, Ga.	3,152,846	122
La Crosse–Eau Claire, Wisc.	3,117,715	123
Yakima–Pasco–Richland–Kennewick, Wash.	3,113,731	124
Lafayette, La.	3,095,946	125
Corpus Christi, Tex.	3,078,973	126
Wausau–Rhinelander, Wisc.	3,058,971	127
Monroe–El Dorado, La.–Ark.	3,047,307	128
Binghamton, N.Y.	2,993,872	129
Erie, Pa.	2,954,178	130
Columbus, Ga.	2,950,300	131
Duluth–Superior, Minn.–Wisc.	2,916,424	132
Bakersfield, Calif.	2,913,796	133
Beaumont–Port Arthur, Tex.	2,911,067	134
Sarasota, Fla.	2,865,270	135
Terre Haute, Ind.	2,864,245	136
Rockford, Ill.	2,784,601	137
Medford, Ore.	2,768,059	138
Chico–Redding, Calif.	2,674,458	139
Lubbock, Tex.	2,672,363	140
Wichita Falls–Lawton, Tex.–Okla.	2,546,537	141
Columbia–Jefferson City, Mo.	2,541,966	142
Topeka, Kans.	2,534,986	143
Boise, Ida.	2,523,426	144
Bangor, Maine	2,500,826	145
Rochester–Mason City–Austin, Minn.–Iowa	2,473,165	146
Sioux City, Iowa	2,455,247	147
Odessa–Midland, Tex.	2,405,153	148
Columbus–Tupelo, Miss.	2,401,099	149
Wilmington, N.C.	2,380,096	150
Albany, Ga.	2,245,032	151
Salisbury, Md.	2,242,721	152
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	2,199,609	153
Wheeling–Steubenville, W.Va.–Ohio	2,122,120	154
Joplin–Pittsburg, Mo.–Kans.	2,111,553	155
Bluefield–Beckley–Oak Hill, W.Va.	2,035,134	156
Utica, N.Y.	1,922,750	157
Idaho Falls–Pocatello, Ida.	1,852,979	158
Biloxi–Gulfport–Pascagoula, Miss.	1,721,064	159
Abilene–Sweetwater, Tex.	1,712,711	160
Gainesville, Fla.	1,656,921	161
Panama City, Fla.	1,637,554	162
Watertown–Carthage, N.Y.	1,615,892	163
Billings–Hardin, Mont.	1,596,337	164
Palm Springs, Calif.	1,583,222	165
Dothan, Ala.	1,563,676	166
Clarksburg–Weston, W.Va.	1,557,186	167
Quincy–Hannibal, Ill.–Mo.	1,542,109	168
Harrisonburg, Va.	1,536,174	169
Rapid City, S.D.	1,525,500	170
Elmira, N.Y.	1,474,031	171
Lake Charles, La.	1,462,026	172
Alexandria, La.	1,427,192	173
Laurel–Hattiesburg, Miss.	1,373,831	174
Missoula, Mont.	1,367,475	175
El Centro–Yuma, Calif.–Ariz.	1,257,671	176
Jonesboro, Ark.	1,163,985	177
Grand Junction–Durango, Colo.	1,138,846	178
Greenwood–Greenville, Miss.	1,091,960	179
Charlottesville, Va.	1,082,481	180
Parkersburg, W.Va.	1,073,448	181
Tuscaloosa, Ala.	1,062,508	182
Great Falls, Mont.	1,027,404	183
Jackson, Tenn.	988,584	184
Lafayette, Ind.	962,867	185
Ardmore–Ada, Okla.	961,881	186
Meridian, Miss.	944,163	187
Lima, Ohio	939,805	188
Eureka, Calif.	894,314	189
Bowling Green, Ky.	882,921	190
Hagerstown, Md.	877,724	191
Marquette, Mich.	872,029	192
St. Joseph, Mo.	868,473	193
Laredo, Tex.	843,134	194
San Angelo, Tex.	842,608	195
Butte, Mont.	835,345	196
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	804,418	197
Anniston, Ala.	751,821	198
Flagstaff, Ariz.	701,763	199
Casper–Riverton, Wyo.	697,427	200
Bend, Ore.	681,612	201
Twin Falls, ida.	665,130	202
Mankato, Minn.	631,094	203
Zanesville, Ohio	577,575	204
Victoria, Tex.	566,608	205
Presque Isle, Maine	554,945	206
Ottumwa–Kirksville, Iowa–Mo.	465,175	207
Helena, Mont.	346,798	208
North Platte, Neb.	308,672	209
Alpena, Mich.	259,565	210

Buying Power Index (BPI)

ADI	BPI	Rank
New York, N.Y.	8.5449	1
Los Angeles, Calif.	6.2457	2
Chicago, Ill.	3.6007	3
Philadelphia, Pa.	3.1033	4
San Francisco–Oakland–San Jose, Calif.	2.9303	5
Boston, Mass.	2.7160	6
Washington, D.C.	2.2693	7
Dallas–Ft. Worth, Tex.	1.9772	8
Detroit, Mich.	1.9401	9
Houston, Tex.	1.5895	10
Atlanta, Ga.	1.5812	11
Seattle–Tacoma, Wash.	1.5428	12
Minneapolis–St. Paul, Minn.	1.5126	13
Cleveland, Ohio	1.4609	14
Miami–Ft. Lauderdale, Fla.	1.4199	15
St. Louis, Mo.	1.1839	16
Tampa–St. Petersburg, Fla.	1.1830	17
Sacramento–Stockton, Calif.	1.1506	18
Hartford–New Haven, Conn.	1.1215	19
Pittsburgh, Pa.	1.1188	20
San Diego, Calif.	1.1115	21
Denver, Colo.	1.0757	22
Baltimore, Md.	1.0679	23
Phoenix, Ariz.	1.0413	24
Orlando–Daytona Beach–Melbourne, Fla.	.9285	25
Portland, Ore.	.8770	26
Indianapolis, Ind.	.8721	27
Milwaukee, Wisc.	.8662	28
Kansas City, Mo.	.8098	29
Cincinnati, Ohio	.7837	30
Charlotte, N.C.	.7279	31
Raleigh–Durham, N.C.	.7114	32
Nashville, Tenn.	.6963	33
Columbus, Ohio	.6929	34
Grand Rapids–Kalamazoo–Battle Creek, Mich.	.6515	35
Norfolk–Portsmouth–Newport News–Hampton, Va.	.6315	36
Buffalo, N.Y.	.6288	37
Providence–New Bedford, R.I.–Mass.	.6220	38
New Orleans, La.	.6184	39
Salt Lake City, Utah	.6139	40
Greenville–Spartanburg–Asheville, S.C.–N.C.	.6071	41
Harrisburg–York–Lancaster–Lebanon, Pa.	.6071	41
West Palm Beach–Ft. Pierce–Vero Beach, Fla.	.5911	43
San Antonio, Tex.	.5768	44
Albany–Schenectady–Troy, N.Y.	.5603	45
Memphis, Tenn.	.5572	46
Louisville, Ky.	.5290	47
Oklahoma City, Okla.	.5245	48
Greensboro–Winston-Salem–High Point, N.C.	.5189	49
Dayton, Ohio	.5033	50
Wilkes-Barre–Scranton, Pa.	.4979	51
Jacksonville, Fla.	.4806	52
Albuquerque, N.M.	.4754	53
Birmingham, Ala.	.4714	54
Fresno–Visalia, Calif.	.4683	55
Richmond, Va.	.4615	56
Flint–Saginaw–Bay City, Mich.	.4538	57
Little Rock, Ark.	.4241	58
Wichita–Hutchinson, Kans.	.4226	59
Rochester, N.Y.	.4172	60
Portland–Poland Spring, Maine	.4143	61
Syracuse, N.Y.	.4122	62
Toledo, Ohio	.4099	63
Tulsa, Okla.	.4038	64
Charleston–Huntington, W.Va.	.4020	65
Mobile–Pensacola, Ala.–Fla.	.3999	66
Green Bay–Appleton, Wisc.	.3819	67
Knoxville, Tenn.	.3811	68
Austin, Tex.	.3765	69
Roanoke–Lynchburg, Va.	.3714	70
Omaha, Neb.	.3674	71
Des Moines, Iowa	.3649	72
Springfield–Decatur–Champaign, Ill.	.3429	73
Shreveport–Texarkana, La.–Tex.–Ark.	.3321	74
Lexington, Ky.	.3149	75
Las Vegas, Nev.	.3107	76
Cedar Rapids–Waterloo–Dubuque, Iowa	.3025	77
Davenport–Rock Island–Moline, Iowa–Ill.	.3008	78
Spokane, Wash.	.2973	79
Madison, Wisc.	.2953	80
Columbia, S.C.	.2946	81
South Bend–Elkhart, Ind.	.2926	82
Paducah–Cape Girardeau–Harrisburg–Marion, Ky.–Mo.–Ill.	.2897	83
Tucson, Ariz.	.2796	84
Chattanooga, Tenn.	.2782	85
Huntsville–Decatur–Florence, Ala.	.2758	86
Johnstown–Altoona, Pa.	.2756	87
Springfield, Mo.	.2753	88
Ft. Myers–Naples, Fla.	.2725	89
Springfield, Mass.	.2686	90
Youngstown, Ohio	.2638	91
Baton Rouge, La.	.2607	92
Salinas–Monterey, Calif.	.2602	93
Jackson, Miss.	.2589	94
Bristol–Kingsport–Johnson City, Tenn.	.2544	95
Santa Barbara–Santa Maria–San Luis Obispo, Calif.	.2489	96
Burlington–Plattsburgh, Vt.–N.Y.	.2486	97
Lansing, Mich.	.2447	98
Evansville, Ind.	.2442	99
Peoria–Bloomington, Ill.	.2397	100
Waco–Temple–Bryan, Tex.	.2320	101
Ft. Wayne, Ind.	.2302	102
El Paso, Tex.	.2284	103
Savannah, Ga.	.2240	104
Colorado Springs–Pueblo, Colo.	.2225	105
Lincoln–Hastings–Kearney, Neb.	.2202	106
Charleston, S.C.	.2193	107
Reno, Nev.	.2080	108
Sioux Falls–Mitchell, S.D.	.2025	109
Greenville–New Bern–Washington, N.C.	.2011	110
Fargo, N.D.	.2008	111
Tyler–Longview–Jacksonville, Tex.	.1965	112
Augusta, Ga.	.1920	113
Montgomery–Selma, Ala.	.1875	114
Eugene, Ore.	.1853	115
Tallahassee–Thomasville, Fla.–Ga.	.1842	116
McAllen–Brownsville, Tex.	.1804	117
Bakersfield, Calif.	.1763	118
Macon, Ga.	.1747	119
Lafayette, La.	.1716	120
Ft. Smith, Ark.	.1714	121
Yakima–Pasco–Richland–Kennewick, Wash.	.1706	122
Binghamton, N.Y.	.1681	123
La Crosse–Eau Claire, Wisc.	.1681	123
Corpus Christi, Tex.	.1650	125
Traverse City–Cadillac, Mich.	.1648	126
Amarillo, Tex.	.1646	127
Columbus, Ga.	.1637	128
Rockford, Ill.	.1631	129
Beaumont–Port Arthur, Tex.	.1609	130
Wausau–Rhinelander, Wisc.	.1590	131
Erie, Pa.	.1578	132
Duluth–Superior, Minn.–Wisc.	.1561	133
Florence–Myrtle Beach, S.C.	.1507	134
Monroe–El Dorado, La.–Ark.	.1500	135
Chico–Redding, Calif.	.1492	136
Topeka, Kans.	.1492	136
Terre Haute, Ind.	.1475	138
Boise, Ida.	.1439	139
Columbus–Tupelo, Miss.	.1398	140
Sioux City, Iowa	.1371	141
Wichita Falls–Lawton, Tex.–Okla.	.1367	142
Odessa–Midland, Tex.	.1361	143
Sarasota, Fla.	.1334	144
Columbia–Jefferson City, Mo.	.1331	145
Rochester–Mason City–Austin, Minn.–Iowa	.1320	146
Lubbock, Tex.	.1306	147
Medford, Ore.	.1269	148
Wilmington, N.C.	.1261	149
Minot–Bismarck–Dickinson–Glendive, N.D.–Mont.	.1260	150
Wheeling–Steubenville, W.Va.–Ohio	.1256	151
Bangor, Maine	.1231	152
Albany, Ga.	.1192	153
Joplin–Pittsburg, Mo.–Kans.	.1165	154
Bluefield–Beckley–Oak Hill, W.Va.	.1129	155
Idaho Falls–Pocatello, Ida.	.1064	156
Utica, N.Y.	.1061	157
Biloxi–Gulfport–Pascagoula, Miss.	.1011	158
Salisbury, Md.	.0990	159
Palm Springs, Calif.	.0983	160
Quincy–Hannibal, Ill.–Mo.	.0949	161
Abilene–Sweetwater, Tex.	.0945	162
Clarksburg–Weston, W.Va.	.0865	163
Gainesville, Fla.	.0851	164
Watertown–Carthage, N.Y.	.0843	165
Panama City, Fla.	.0836	166
Rapid City, S.D.	.0834	167
Elmira, N.Y.	.0829	168
Harrisonburg, Va.	.0826	169
Laurel–Hattiesburg, Miss.	.0809	170
Billings–Hardin, Mont.	.0805	171
Dothan, Ala.	.0799	172
Lake Charles, La.	.0790	173
Alexandria, La.	.0759	174
Missoula, Mont.	.0684	175
El Centro–Yuma, Calif.–Ariz.	.0671	176
Grand Junction–Durango, Colo.	.0636	177
Greenwood–Greenville, Miss.	.0614	178
Jonesboro, Ark.	.0609	179
Great Falls, Mont.	.0568	180
Meridian, Miss.	.0553	181
Parkersburg, W.Va.	.0544	182
Tuscaloosa, Ala.	.0522	183
Ardmore–Ada, Okla.	.0519	184
Jackson, Tenn.	.0518	185
Eureka, Calif.	.0510	186
Marquette, Mich.	.0502	187
Lafayette, Ind.	.0498	188
Charlottesville, Va.	.0484	189
San Angelo, Tex.	.0474	190
St. Joseph, Mo.	.0461	191
Hagerstown, Md.	.0452	192
Butte, Mont.	.0447	193
Lima, Ohio	.0431	194
Bowling Green, Ky.	.0417	195
Cheyenne–Scottsbluff (Sterling), Wyo.–Neb.	.0398	196
Casper–Riverton, Wyo.	.0395	197
Anniston, Ala.	.0391	198
Laredo, Tex.	.0385	199
Twin Falls, Ida.	.0351	200
Flagstaff, Ariz.	.0329	201
Mankato, Minn.	.0299	202
Presque Isle, Maine	.0297	203
Bend, Ore.	.0295	204
Zanesville, Ohio	.0280	205
Victoria, Tex.	.0278	206
Ottumwa–Kirksville, Iowa–Mo.	.0267	207
Helena, Mont.	.0178	208
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Alpena, Mich.	.0145	210

Media Market Profiles

S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
ALABAMA													
ANNISTON	**116.2**	**43.0**	**21.7**	**1.3**	**15.9**	**10.4**	**14.6**	**18.2**	**23.7**	**30.4**	**1,220,726**	**751,821**	**.0391**
metropolitan	116.2	43.0	21.7	1.3	15.9	10.4	14.6	18.2	23.7	30.4	1,220,726	751,821	.0391
BIRMINGHAM	**1,334.4**	**504.9**	**318.1**	**5.4**	**190.5**	**115.7**	**129.8**	**212.8**	**279.8**	**367.8**	**15,208,283**	**8,922,951**	**.4714**
metropolitan	1,010.7	385.2	260.5	4.2	143.5	85.0	98.1	165.6	214.9	274.7	12,094,822	7,417,537	.3765
nonmetropolitan	323.7	119.7	57.6	1.2	47.0	30.7	31.7	47.2	64.9	93.1	3,113,461	1,505,414	.0949
DOTHAN	**238.9**	**89.1**	**49.3**	**2.6**	**35.7**	**22.0**	**24.1**	**38.1**	**48.2**	**63.6**	**2,422,825**	**1,563,676**	**.0799**
metropolitan	131.9	48.8	28.2	1.7	20.6	12.0	14.1	22.7	26.5	31.7	1,395,972	1,045,272	.0478
nonmetropolitan	107.0	40.3	21.1	.9	15.1	10.0	10.0	15.4	21.7	31.9	1,026,853	518,404	.0321
HUNTSVILLE-DECATUR-FLORENCE	**743.6**	**283.9**	**93.2**	**5.2**	**103.5**	**62.0**	**76.8**	**126.2**	**155.7**	**198.0**	**9,014,542**	**5,271,922**	**.2758**
metropolitan	474.9	181.8	75.5	4.1	66.2	38.2	50.6	84.2	100.3	121.3	6,325,211	3,590,932	.1879
nonmetropolitan	268.7	102.1	17.7	1.1	37.3	23.8	26.2	42.0	55.4	76.7	2,689,331	1,680,990	.0879
MOBILE-PENSACOLA	**1,109.0**	**407.1**	**243.9**	**15.6**	**169.2**	**98.9**	**115.1**	**183.9**	**224.9**	**281.8**	**13,148,741**	**7,449,326**	**.3999**
metropolitan	975.1	359.6	200.9	15.1	147.9	84.9	102.0	164.3	199.1	245.7	11,881,013	6,814,847	.3606
nonmetropolitan	133.9	47.5	43.0	.5	21.3	14.0	13.1	19.6	25.8	36.1	1,267,728	634,479	.0393
MONTGOMERY-SELMA	**578.4**	**208.6**	**238.8**	**2.8**	**89.8**	**55.5**	**62.8**	**87.8**	**111.8**	**152.7**	**5,818,100**	**3,498,170**	**.1875**
metropolitan	294.6	106.3	106.3	2.1	45.4	26.8	31.7	49.3	61.0	71.1	3,465,673	2,180,197	.1093
nonmetropolitan	283.8	102.3	132.5	.7	44.4	28.7	31.1	38.5	50.8	81.6	2,352,427	1,317,973	.0782
TUSCALOOSA	**151.6**	**55.8**	**39.6**	**.9**	**20.0**	**12.3**	**26.1**	**23.6**	**29.4**	**36.2**	**1,578,330**	**1,062,508**	**.0522**
metropolitan	151.6	55.8	39.6	.9	20.0	12.3	26.1	23.6	29.4	36.2	1,578,330	1,062,508	.0522
ARIZONA													
FLAGSTAFF	**98.6**	**30.6**	**1.5**	**9.9**	**17.5**	**9.6**	**16.4**	**16.7**	**19.7**	**14.9**	**928,790**	**701,763**	**.0329**
nonmetropolitan	98.6	30.6	1.5	9.9	17.5	9.6	16.4	16.7	19.7	14.9	928,790	701,763	.0329
PHOENIX	**2,703.3**	**1,016.6**	**87.4**	**437.4**	**415.1**	**216.8**	**271.8**	**469.1**	**544.2**	**694.9**	**35,203,419**	**19,449,053**	**1.0413**
metropolitan	2,194.5	834.6	81.3	363.3	333.0	171.6	231.3	401.1	449.6	533.1	30,521,514	16,803,939	.8900
nonmetropolitan	508.8	182.0	6.1	74.1	82.1	45.2	40.5	68.0	94.6	161.8	4,681,905	2,645,114	.1513
TUCSON	**807.1**	**310.2**	**28.5**	**220.1**	**118.7**	**64.6**	**91.3**	**134.3**	**161.5**	**211.0**	**8,879,812**	**5,327,199**	**.2796**
metropolitan	677.9	266.2	23.0	167.4	97.3	51.7	78.8	114.8	136.3	177.6	7,683,515	4,617,475	.2404
nonmetropolitan	129.2	44.0	5.5	52.7	21.4	12.9	12.5	19.5	25.2	33.4	1,196,297	709,724	.0392
ARKANSAS													
FT. SMITH	**492.5**	**187.3**	**10.2**	**6.1**	**72.4**	**42.7**	**50.9**	**75.8**	**99.2**	**137.1**	**5,419,746**	**3,281,101**	**.1714**
metropolitan	291.9	111.3	8.6	3.8	43.2	25.3	33.4	47.0	60.2	74.1	3,259,115	2,307,144	.1083
nonmetropolitan	200.6	76.0	1.6	2.3	29.2	17.4	17.5	28.8	39.0	63.0	2,160,631	973,957	.0631
JONESBORO	**186.1**	**72.7**	**6.9**	**.9**	**25.0**	**16.0**	**19.7**	**26.6**	**36.2**	**57.5**	**1,897,540**	**1,163,985**	**.0609**
nonmetropolitan	186.1	72.7	6.9	.9	25.0	16.0	19.7	26.6	36.2	57.5	1,897,540	1,163,985	.0609
LITTLE ROCK	**1,193.6**	**452.9**	**214.9**	**9.0**	**173.8**	**105.1**	**119.5**	**185.5**	**241.6**	**333.7**	**13,606,277**	**8,097,089**	**.4241**
metropolitan	601.5	226.6	139.8	4.6	90.7	53.0	63.4	103.3	127.2	145.3	7,765,510	4,709,071	.2370
nonmetropolitan	592.1	226.3	75.1	4.4	83.1	52.1	56.1	82.2	114.4	188.4	5,840,767	3,388,018	.1871
CALIFORNIA													
BAKERSFIELD	**482.4**	**161.2**	**30.0**	**136.6**	**89.9**	**43.2**	**47.7**	**86.9**	**94.5**	**100.5**	**6,259,679**	**2,913,796**	**.1763**
metropolitan	482.4	161.2	30.0	136.6	89.9	43.2	47.7	86.9	94.5	100.5	6,259,679	2,913,796	.1763
CHICO-REDDING	**425.5**	**163.8**	**4.1**	**30.9**	**64.4**	**33.9**	**43.5**	**60.9**	**86.6**	**123.6**	**4,978,029**	**2,674,458**	**.1492**
metropolitan	336.9	130.7	3.7	20.0	50.1	25.9	37.1	48.5	68.7	96.7	3,978,337	2,240,214	.1209
nonmetropolitan	88.6	33.1	.4	10.9	14.3	8.0	6.4	12.4	17.9	26.9	999,692	434,244	.0283
EL CENTRO-YUMA	**220.0**	**69.9**	**6.3**	**118.8**	**39.8**	**22.8**	**23.3**	**34.1**	**38.6**	**53.2**	**1,996,664**	**1,257,671**	**.0671**
metropolitan	108.9	36.5	3.4	45.0	18.4	10.1	12.3	17.2	18.5	28.5	906,864	691,353	.0332
nonmetropolitan	111.1	33.4	2.9	73.8	21.4	12.7	11.0	16.9	20.1	24.7	1,089,800	566,318	.0339

CAL. (cont.)

S&MM ESTIMATES: 12/31/90	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	BPI
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop (Thous.)	House holds (Thous.)	Black Pop (Thous.)	Hispanic Pop (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
EUREKA	**144.0**	**55.0**	**1.9**	**7.6**	**22.1**	**11.2**	**15.2**	**24.0**	**31.9**	**35.3**	**1,730,515**	**894,314**	**.0510**
nonmetropolitan	144.0	55.0	1.9	7.6	22.1	11.2	15.2	24.0	31.9	35.3	1,730,515	894,314	.0510
FRESNO-VISALIA	**1,393.8**	**447.9**	**65.7**	**498.2**	**261.0**	**131.7**	**149.1**	**234.0**	**265.9**	**297.3**	**15,993,001**	**7,751,474**	**.4683**
metropolitan	1,183.4	382.6	52.9	429.6	224.2	112.3	126.9	197.1	224.2	251.6	13,645,640	6,879,736	.4037
nonmetropolitan	210.4	65.3	12.8	68.6	36.8	19.4	22.2	36.9	41.7	45.7	2,347,361	871,738	.0646
LOS ANGELES	**14,634.4**	**4,937.3**	**1,322.4**	**4,895.8**	**2,231.7**	**1,168.8**	**1,721.2**	**2,832.6**	**3,044.2**	**3,106.6**	**227,215,630**	**110,366,599**	**6.2457**
metropolitan	14,616.1	4,929.7	1,322.3	4,894.3	2,229.1	1,167.4	1,720.2	2,830.1	3,040.2	3,100.3	226,948,286	110,193,940	6.2376
nonmetropolitan	18.3	7.6	.1	1.5	2.6	1.4	1.0	2.5	4.0	6.3	267,344	172,659	.0081
PALM SPRINGS	**259.3**	**89.2**	**15.0**	**68.9**	**43.8**	**20.7**	**25.2**	**46.4**	**49.4**	**64.0**	**3,591,058**	**1,583,222**	**.0983**
metropolitan	259.3	89.2	15.0	68.9	43.8	20.7	25.2	46.4	49.4	64.0	3,591,058	1,583,222	.0983
SACRAMENTO-STOCKTON	**2,922.9**	**1,051.4**	**182.0**	**441.8**	**473.2**	**235.5**	**290.8**	**515.6**	**628.8**	**679.3**	**41,202,407**	**19,802,038**	**1.1506**
metropolitan	2,688.0	961.7	177.9	423.3	440.5	217.9	275.2	483.3	574.4	602.8	38,165,961	18,538,257	1.0674
nonmetropolitan	234.9	89.7	4.1	18.5	32.7	17.6	15.6	32.3	54.4	76.5	3,036,446	1,263,781	.0832
SALINAS-MONTEREY	**633.9**	**212.0**	**29.0**	**189.3**	**97.4**	**49.0**	**78.8**	**117.1**	**137.2**	**122.2**	**9,497,315**	**4,441,643**	**.2602**
metropolitan	596.2	200.3	28.7	172.1	90.6	45.5	75.0	110.7	129.3	124.3	9,039,305	4,282,528	.2481
nonmetropolitan	37.7	11.7	.3	17.2	6.8	3.3	3.8	6.4	7.9	7.9	458,010	159,115	.0121
SAN DIEGO	**2,562.9**	**911.8**	**173.8**	**532.0**	**362.7**	**181.9**	**341.7**	**505.3**	**523.7**	**559.8**	**41,179,182**	**19,209,425**	**1.1115**
metropolitan	2,562.9	911.8	173.8	532.0	362.7	181.9	341.7	505.3	523.7	559.8	41,179,182	19,209,425	1.1115
SAN FRANCISCO-OAKLAND-SAN JOSE	**6,023.4**	**2,257.1**	**528.2**	**931.1**	**794.6**	**414.3**	**607.5**	**1,156.4**	**1,429.3**	**1,440.3**	**113,928,247**	**49,536,812**	**2.9303**
metropolitan	5,890.5	2,205.0	526.6	918.8	774.5	403.5	598.6	1,138.7	1,399.2	1,398.8	112,352,108	48,691,246	2.8831
nonmetropolitan	132.9	52.1	1.6	12.3	20.1	10.8	8.9	17.7	30.1	41.5	1,576,139	845,566	.0472
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	**596.3**	**213.7**	**18.5**	**131.1**	**79.4**	**39.9**	**85.4**	**104.6**	**121.0**	**148.3**	**9,012,717**	**4,364,527**	**.3489**
metropolitan	373.5	131.2	11.9	101.0	50.6	25.3	53.8	67.2	74.0	90.9	5,942,297	2,769,076	.1607
nonmetropolitan	222.8	82.5	6.6	30.1	28.8	14.6	31.6	37.4	47.0	57.4	3,070,420	1,595,451	.0882

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S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
COLORADO													
COLORADO SPRINGS-PUEBLO	**637.4**	**238.4**	**33.9**	**103.9**	**99.3**	**53.4**	**67.7**	**112.0**	**134.8**	**149.0**	**7,312,321**	**4,067,257**	**.2225**
metropolitan	528.1	197.2	32.4	79.7	83.1	43.8	59.7	96.5	113.0	113.7	6,360,922	3,601,565	.1927
nonmetropolitan	109.3	41.2	1.5	24.2	16.2	9.6	8.0	15.5	21.8	35.3	951,299	465,692	.0298
DENVER	**2,576.1**	**1,012.9**	**105.1**	**298.5**	**390.0**	**199.7**	**259.6**	**485.8**	**615.4**	**543.8**	**38,002,238**	**19,705,454**	**1.0757**
metropolitan	2,183.6	862.2	103.7	270.2	328.2	167.3	221.9	415.9	523.5	456.9	33,262,604	16,952,296	.9308
nonmetropolitan	392.5	150.7	1.4	28.3	61.8	32.4	37.7	69.9	91.9	86.9	4,739,634	2,753,158	.1449
GRAND JUNCTION-DURANGO	**177.6**	**68.8**	**.6**	**16.2**	**27.2**	**15.0**	**15.7**	**25.5**	**39.2**	**50.2**	**2,114,466**	**1,138,846**	**.0636**
nonmetropolitan	177.6	68.8	.6	16.2	27.2	15.0	15.7	25.5	39.2	50.2	2,114,466	1,138,846	.0636
CONNECTICUT													
HARTFORD-NEW HAVEN	**2,474.0**	**931.2**	**205.3**	**147.2**	**322.7**	**174.1**	**264.1**	**439.6**	**536.7**	**663.6**	**41,727,044**	**19,758,466**	**1.1215**
metropolitan	2,194.8	826.3	202.4	140.7	283.8	153.1	238.2	392.5	472.7	589.5	37,073,568	17,810,760	1.0004
nonmetropolitan	279.2	104.9	2.9	6.5	38.9	21.0	25.9	47.1	64.0	74.1	4,653,476	1,947,706	.1211
DISTRICT OF COLUMBIA													
WASHINGTON	**4,747.6**	**1,761.6**	**1,123.2**	**242.7**	**644.0**	**347.1**	**513.3**	**927.9**	**1,139.7**	**1,026.4**	**88,508,825**	**37,736,919**	**2.2693**
metropolitan	4,089.7	1,522.2	1,069.8	235.7	547.6	293.8	446.8	815.7	997.0	860.4	80,328,058	33,572,647	2.0309
nonmetropolitan	657.9	239.4	53.4	7.0	96.4	53.3	66.5	112.2	142.7	166.0	8,180,767	4,164,272	.2384
FLORIDA													
FT. MYERS-NAPLES	**651.6**	**270.0**	**40.4**	**47.0**	**72.9**	**39.1**	**46.8**	**88.3**	**113.8**	**274.9**	**9,331,559**	**5,247,309**	**.2725**
metropolitan	502.6	208.3	30.5	37.5	57.0	30.0	37.1	70.9	90.4	204.6	7,500,493	4,502,975	.2219
nonmetropolitan	149.0	61.7	9.9	9.5	15.9	9.1	9.7	17.4	23.4	70.3	1,831,066	744,334	.0506
GAINESVILLE	**231.0**	**89.9**	**39.9**	**7.7**	**30.0**	**15.9**	**44.0**	**39.1**	**44.6**	**51.1**	**2,743,809**	**1,656,921**	**.0851**
metropolitan	183.9	72.2	34.9	6.9	23.4	12.1	39.8	32.8	35.5	35.2	2,312,525	1,461,438	.0721
nonmetropolitan	47.1	17.7	5.0	.8	6.6	3.8	4.2	6.3	9.1	15.9	431,284	195,483	.0130

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S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
JACKSONVILLE	1,243.6	464.4	251.0	28.3	187.5	101.1	128.7	222.5	261.9	301.6	15,987,425	9,222,434	.4806
metropolitan	949.8	358.8	189.8	23.8	141.9	75.0	100.7	174.9	203.2	223.0	12,873,459	7,453,138	.3833
nonmetropolitan	293.8	105.6	61.2	4.5	45.6	26.1	28.0	47.6	58.7	78.6	3,113,966	1,769,296	.0973
MIAMI-FT. LAUDERDALE	3,320.7	1,274.2	616.3	1,106.4	425.1	234.1	302.3	561.7	684.3	1,018.2	48,391,395	27,939,867	1.4199
metropolitan	3,241.4	1,240.0	612.0	1,096.6	417.0	230.3	296.2	547.8	665.1	991.9	47,230,402	27,177,850	1.3845
nonmetropolitan	79.3	34.2	4.3	9.8	8.1	3.8	6.1	13.9	19.2	26.3	1,160,993	762,017	.0354
ORLANDO-DAYTONA BEACH-MELBOURNE	2,312.1	907.3	252.4	143.3	297.8	163.3	226.9	392.9	458.3	707.9	30,595,972	18,468,341	.9285
metropolitan	2,093.9	817.3	[illegible]	136.7	273.0	149.0	211.9	366.5	421.9	611.7	27,994,437	17,135,846	.8516
nonmetropolitan	218.2	90.0	[illegible]	6.6	24.8	14.3	15.0	26.4	36.4	96.2	2,601,535	1,332,495	.0769
PANAMA CITY	253.8	96.1	35.2	4.1	35.4	21.5	24.2	41.1	51.1	73.4	2,511,539	1,637,554	.0836
metropolitan	129.2	49.8	13.9	2.3	18.6	10.5	12.6	22.7	26.6	34.2	1,317,508	1,089,654	.0473
nonmetropolitan	124.6	46.3	21.3	1.8	16.8	11.0	11.6	18.4	24.5	39.2	1,194,031	547,900	.0363
SARASOTA	282.7	127.8	12.2	6.1	25.0	14.3	17.2	33.7	49.0	138.1	4,433,741	2,865,270	.1334
metropolitan	282.7	127.8	12.2	6.1	25.0	14.3	17.2	33.7	49.0	138.1	4,433,741	2,865,270	.1334
TALLAHASSEE-THOMASVILLE	535.3	195.6	164.4	10.4	79.2	46.4	75.3	87.6	107.6	123.5	5,909,478	3,469,082	.1842
metropolitan	237.3	89.8	71.3	5.9	32.5	18.0	43.5	41.3	49.6	46.1	3,054,233	1,740,057	.0914
nonmetropolitan	298.0	105.8	93.1	4.5	46.7	28.4	31.8	46.3	58.0	77.4	2,855,245	1,729,025	.0928
TAMPA-ST. PETERSBURG	2,948.2	1,225.9	276.3	183.9	348.6	193.8	244.2	441.6	556.9	1,087.8	40,158,165	22,530,387	1.18[illegible]
metropolitan	2,737.6	1,138.8	262.3	171.4	325.1	180.0	231.0	418.0	523.7	989.1	37,833,544	21,287,212	1.1123
nonmetropolitan	210.6	87.1	14.0	12.5	23.5	13.8	13.2	23.6	33.2	98.7	2,324,621	1,243,175	.0707
WEST PALM BEACH-FT. PIERCE-VERO BEACH	1,278.2	533.7	153.8	88.1	148.3	76.8	93.9	193.2	238.1	495.2	21,477,379	10,988,433	.5911
metropolitan	1,155.3	484.2	144.1	81.6	133.2	68.5	84.9	177.0	217.1	444.9	19,791,147	10,080,084	.5420
nonmetropolitan	122.9	49.5	9.7	6.5	15.1	8.3	9.0	16.2	21.0	50.3	1.686,232	908,349	.0491
GEORGIA													
ALBANY	377.1	133.3	136.8	6.0	62.6	37.9	39.5	56.7	74.1	93.5	3,621,529	2,245,032	.1192
metropolitan	112.3	39.3	51.9	.9	19.2	11.5	12.7	17.7	22.9	24.3	1,218,415	829,827	.0402
nonmetropolitan	264.8	94.0	84.9	5.1	43.4	26.4	26.8	39.0	51.2	69.2	2,403,114	1,415,205	.0790
ATLANTA	3,850.9	1,431.0	906.9	72.1	562.5	314.0	428.4	732.2	889.1	800.7	54,647,019	29,700,302	1.5812
metropolitan	3,051.6	1,137.7	790.2	62.1	447.0	244.4	342.[illegible]	606.7	725.5	585.2	46,064,712	25,149,810	1.3195
nonmetropolitan	799.3	293.3	116.7	10.0	115.5	69.6	85.8	125.5	163.6	215.5	8,582,307	4,550,492	.2617
AUGUSTA	571.3	203.2	209.0	6.4	91.3	52.9	60.8	95.4	118.5	133.6	6,177,254	3,511,540	.1920
metropolitan	400.1	143.8	124.8	5.6	63.5	35.6	43.5	70.0	85.4	88.8	4,680,756	2,849,440	.1461
nonmetropolitan	171.2	59.4	84.2	.8	27.8	17.3	17.3	25.4	33.1	44.8	1,496,498	662,100	.0459
COLUMBUS	500.3	180.6	187.6	8.9	74.3	43.4	71.6	81.2	94.1	119.7	5,227,494	2,950,300	.1637
metropolitan	244.5	86.8	93.1	7.6	37.6	20.7	32.3	43.5	46.1	55.9	2,649,504	1,697,470	.0856
nonmetropolitan	255.8	93.8	94.5	1.3	36.7	22.7	39.3	37.7	48.0	63.8	2,577,990	1,252,830	.0781
MACON	504.5	180.9	184.2	4.3	77.4	45.5	52.9	83.8	103.0	125.9	5,759,419	3,152,846	.1747
metropolitan	284.0	104.2	98.8	2.9	43.5	25.1	30.2	48.8	59.1	67.9	3,565,592	2,138,721	.1091
nonmetropolitan	220.5	76.7	85.4	1.4	33.9	20.4	22.7	35.0	43.9	58.0	2,193,827	1,014,125	.0656
SAVANNAH	653.6	232.0	210.1	12.0	102.4	56.1	84.3	110.9	124.6	152.6	7,281,763	4,094,280	.2240
metropolitan	244.6	90.6	86.9	3.0	37.7	20.4	26.4	42.1	49.1	60.7	3,105,856	1,886,718	.0952
nonmetropolitan	409.0	141.4	123.2	9.0	64.7	35.7	57.9	68.8	75.5	91.9	4,175,907	2,207,562	.1288
IDAHO													
BOISE	411.8	151.1	2.1	29.2	69.2	38.5	38.1	65.5	87.8	99.0	4,840,648	2,523,426	.1439
metropolitan	208.1	78.4	1.0	5.7	34.1	18.5	20.0	36.4	47.8	44.6	2,845,257	1,479,895	.0818
nonmetropolitan	203.7	72.7	1.1	23.5	35.1	20.0	18.1	29.1	40.0	54.4	1,995,391	1,043,531	.0621

S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
IDAHO FALLS-POCATELLO	**322.3**	**106.4**	**1.0**	**21.0**	**64.3**	**36.7**	**32.9**	**46.9**	**61.5**	**68.0**	**3,486,848**	**1,852,979**	**.1064**
nonmetropolitan	322.3	106.4	1.0	21.0	64.3	36.7	32.9	46.9	61.5	68.0	3,486,848	1,852,979	.1064
TWIN FALLS	**97.4**	**36.2**	**.1**	**5.8**	**16.7**	**9.4**	**7.4**	**14.5**	**20.2**	**26.0**	**1,139,963**	**665,130**	**.0351**
nonmetropolitan	97.4	36.2	.1	5.8	16.7	9.4	7.4	14.5	20.2	26.0	1,139,963	665,130	.0351
ILLINOIS													
CHICAGO	**8,389.2**	**3,024.0**	**1,594.9**	**918.6**	**1,244.8**	**686.3**	**865.3**	**1,502.3**	**1,776.1**	**2,040.7**	**131,509,938**	**63,400,771**	**3.6007**
metropolitan	8,058.8	2,904.4	1,581.7	910.8	1,198.2	659.2	823.1	1,451.0	1,710.7	1,952.0	127,442,238	61,302,693	3.4814
nonmetropolitan	330.4	119.6	13.2	7.8	46.6	27.1	42.2	51.3	65.4	88.7	4,067,700	2,098,078	.1193
PEORIA-BLOOMINGTON	**586.2**	**220.6**	**34.2**	**6.8**	**83.9**	**49.7**	**68.5**	**89.1**	**119.5**	**158.9**	**8,767,415**	**4,699,608**	**.2397**
metropolitan	468.2	176.2	31.2	5.4	67.4	39.5	58.9	71.4	96.1	121.4	7,337,411	3,559,523	.2011
nonmetropolitan	118.0	44.4	3.0	1.4	16.5	10.2	9.6	17.7	23.4	37.5	1,430,004	1,140,085	.0386
QUINCY-HANNIBAL	**289.0**	**110.3**	**6.9**	**1.9**	**41.0**	**23.8**	**30.7**	**40.4**	**54.5**	**90.9**	**3,217,320**	**1,542,109**	**.0949**
nonmetropolitan	289.0	110.3	6.9	1.9	41.0	23.8	30.7	40.4	54.5	90.9	3,217,320	1,542,109	.0949
ROCKFORD	**412.6**	**156.3**	**28.2**	**12.5**	**62.0**	**34.6**	**37.3**	**67.7**	**87.4**	**110.6**	**5,866,407**	**2,784,601**	**.1631**
metropolitan	284.2	107.8	23.7	10.1	42.6	23.7	26.6	47.3	61.3	73.5	4,120,369	2,121,169	.1168
nonmetropolitan	128.4	48.5	4.5	2.4	19.4	10.9	10.7	20.4	26.1	37.1	1,746,038	663,432	.0463
SPRINGFIELD-DECATUR-CHAMPAIGN	**884.3**	**338.9**	**57.8**	**9.4**	**125.1**	**70.6**	**106.2**	**141.1**	**176.0**	**239.8**	**11,755,129**	**6,294,395**	**.3429**
metropolitan	479.5	186.2	45.6	5.4	66.9	36.8	65.2	81.3	97.5	117.6	6,633,589	3,781,113	.1957
nonmetropolitan	404.8	152.7	12.2	4.0	58.2	33.8	41.0	59.8	78.5	122.2	5,121,540	2,513,282	.1472

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S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
INDIANA													
EVANSVILLE	**686.1**	**262.1**	**28.8**	**3.0**	**100.5**	**59.6**	**63.3**	**108.4**	**140.7**	**193.9**	**8,213,658**	**4,335,160**	**.2442**
metropolitan	366.4	141.8	19.8	1.6	54.0	30.4	34.5	59.9	76.2	100.5	4,631,032	2,702,593	.1402
nonmetropolitan	319.7	120.3	9.0	1.4	46.5	29.2	28.8	48.5	64.5	93.4	3,582,626	1,632,567	.1040
FT. WAYNE	**632.2**	**232.8**	**31.9**	**10.2**	**100.5**	**57.3**	**60.4**	**103.6**	**130.8**	**158.9**	**7,739,977**	**4,167,967**	**.2302**
metropolitan	365.8	136.8	31.0	6.4	58.0	32.6	35.2	62.7	77.6	87.5	4,818,583	2,831,781	.1450
nonmetropolitan	266.4	96.0	.9	3.8	42.5	24.7	25.2	40.9	53.2	71.4	2,921,394	1,336,186	.0852
INDIANAPOLIS	**2,261.3**	**859.5**	**207.8**	**20.5**	**325.0**	**188.8**	**249.8**	**384.9**	**472.2**	**571.4**	**29,507,641**	**16,265,693**	**.8721**
metropolitan	1,713.4	654.7	198.3	15.6	247.0	139.1	197.6	302.7	359.0	414.6	23,203,648	13,458,478	.6913
nonmetropolitan	547.9	204.8	9.5	4.9	78.0	49.7	52.2	82.2	113.2	156.8	6,303,993	2,807,215	.1808
LAFAYETTE	**131.2**	**45.9**	**2.7**	**2.1**	**15.9**	**8.6**	**33.5**	**21.1**	**23.0**	**25.6**	**1,629,803**	**962,867**	**.0498**
metropolitan	131.2	45.9	2.7	2.1	15.9	8.6	33.5	21.1	23.0	25.6	1,629,803	962,867	.0498
SOUTH BEND-ELKHART	**808.7**	**297.5**	**61.4**	**14.9**	**125.3**	**71.0**	**82.6**	**126.6**	**164.4**	**212.4**	**9,746,360**	**5,359,492**	**.2926**
metropolitan	566.7	210.8	57.0	11.1	85.7	48.1	61.2	89.4	115.7	148.2	7,033,094	4,213,452	.2157
nonmetropolitan	242.0	86.7	4.4	3.8	39.6	22.9	21.4	37.2	48.7	64.2	2,713,266	1,146,040	.0769
TERRE HAUTE	**411.7**	**157.7**	**7.1**	**2.2**	**57.9**	**34.3**	**42.5**	**59.9**	**79.5**	**126.5**	**4,699,336**	**2,864,245**	**.1475**
metropolitan	130.3	49.0	6.1	1.1	17.4	10.1	17.3	19.8	25.1	37.1	1,558,219	1,453,481	.0568
nonmetropolitan	281.4	108.7	1.0	1.1	40.5	24.2	25.2	40.1	54.4	89.4	3,141,117	1,410,764	.0907
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	**806.1**	**302.0**	**15.1**	**5.9**	**117.7**	**66.4**	**97.1**	**124.9**	**158.1**	**218.6**	**10,464,662**	**5,320,015**	**.3025**
metropolitan	497.8	187.6	14.4	4.5	70.0	39.0	70.3	81.1	101.1	121.9	7,148,577	3,863,136	.2062
nonmetropolitan	308.3	114.4	.7	1.4	47.7	27.4	26.8	43.8	57.0	96.7	3,316,085	1,456,880	.0963
DAVENPORT-ROCK ISLAND-MOLINE	**783.5**	**302.0**	**26.2**	**25.5**	**117.2**	**68.7**	**68.5**	**117.0**	**161.9**	**227.6**	**10,639,771**	**5,212,514**	**.3008**
metropolitan	348.4	135.2	19.5	13.3	53.0	30.2	32.4	53.8	73.5	94.9	5,178,793	2,712,385	.1468
nonmetropolitan	435.1	166.8	6.7	12.2	64.2	38.5	36.1	63.2	88.4	132.7	5,460,978	2,500,129	.1540
DES MOINES	**951.5**	**370.0**	**18.6**	**10.4**	**136.6**	**75.5**	**100.1**	**149.0**	**189.4**	**273.1**	**12,422,057**	**6,700,742**	**.3649**
metropolitan	396.0	154.4	15.2	6.8	58.6	30.6	41.5	71.1	85.3	96.1	5,779,057	3,466,624	.1718
nonmetropolitan	555.5	215.6	3.4	3.6	78.0	44.9	58.6	77.9	104.1	177.0	6,643,000	3,234,118	.1931
OTTUMWA-KIRKSVILLE	**87.4**	**33.9**	**.7**	**.5**	**11.6**	**6.9**	**10.8**	**11.6**	**17.0**	**27.3**	**839,950**	**465,175**	**.0267**
nonmetropolitan	87.4	33.9	.7	.5	11.6	6.9	10.8	11.6	17.0	27.3	839,950	465,175	.0267
SIOUX CITY	**411.4**	**153.6**	**2.7**	**5.4**	**66.2**	**36.4**	**38.4**	**58.7**	**75.5**	**123.6**	**4,448,042**	**2,455,247**	**.1371**
metropolitan	115.0	42.9	2.1	3.9	18.9	10.4	10.8	17.9	22.3	31.1	1,343,869	880,560	.0431
nonmetropolitan	296.4	110.7	.6	1.5	47.3	26.0	27.6	40.8	53.2	92.5	3,104,173	1,574,687	.0940
KANSAS													
TOPEKA	**405.6**	**151.6**	**29.3**	**15.8**	**61.7**	**31.4**	**54.9**	**67.2**	**76.8**	**100.5**	**5,231,889**	**2,534,986**	**.1492**
metropolitan	162.0	64.2	13.8	7.9	24.2	13.0	14.6	27.2	34.7	43.3	2,522,817	1,319,053	.0709
nonmetropolitan	243.6	87.4	15.5	7.9	37.5	18.4	40.3	40.0	42.1	57.2	2,709,072	1,215,933	.0783
WICHITA-HUTCHINSON	**1,103.3**	**424.9**	**47.1**	**53.2**	**176.5**	**92.2**	**96.7**	**178.5**	**215.5**	**308.0**	**14,919,050**	**7,315,193**	**.4226**
metropolitan	458.6	176.7	37.5	18.7	74.8	37.4	43.4	82.9	93.6	110.1	7,123,432	3,460,419	.1957
nonmetropolitan	644.7	248.2	9.6	34.5	101.7	54.8	53.3	95.6	121.9	197.9	7,795,618	3,854,774	.2269
KENTUCKY													
BOWLING GREEN	**122.7**	**46.1**	**7.2**	**.6**	**16.8**	**10.6**	**16.3**	**18.8**	**25.2**	**31.8**	**1,203,738**	**882,921**	**.0417**
nonmetropolitan	122.7	46.1	7.2	.6	16.8	10.6	16.3	18.8	25.2	31.8	1,203,738	882,921	.0417
LEXINGTON	**915.9**	**343.1**	**53.0**	**4.9**	**126.6**	**79.4**	**110.9**	**152.5**	**192.6**	**228.8**	**9,937,538**	**6,019,320**	**.3149**
metropolitan	351.1	135.1	37.5	3.2	47.3	27.0	45.6	65.8	76.5	78.6	4,651,608	3,039,615	.1449
nonmetropolitan	564.8	208.0	15.5	1.7	79.3	52.4	65.3	86.7	116.1	150.2	5,285,930	2,979,705	.1700

S&MM ESTIMATES: 12/31/90	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
LOUISVILLE	**1,461.5**	**551.7**	**147.4**	**10.3**	**211.6**	**126.9**	**142.9**	**244.4**	**311.1**	**381.9**	**17,668,052**	**9,658,622**	**.5290**
metropolitan	953.0	367.8	125.3	5.8	134.6	80.1	89.7	161.6	208.3	251.2	12,430,176	7,146,704	.3720
nonmetropolitan	508.5	183.9	22.1	4.5	77.0	46.8	53.2	82.8	102.8	130.7	5,237,876	2,511,918	.1570
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	**866.8**	**338.3**	**54.8**	**5.1**	**116.1**	**72.3**	**94.6**	**125.0**	**169.2**	**267.0**	**9,105,750**	**5,445,217**	**.2897**
nonmetropolitan	866.8	338.3	54.8	5.1	116.1	72.3	94.6	125.0	169.2	267.0	9,105,750	5,445,217	.2897
LOUISIANA													
ALEXANDRIA	**249.8**	**84.7**	**63.1**	**5.8**	**42.0**	**22.4**	**31.9**	**42.1**	**45.3**	**57.0**	**2,258,504**	**1,427,192**	**.0759**
metropolitan	131.0	45.7	36.8	1.5	21.9	12.3	13.2	21.4	25.3	32.8	1,341,216	1,014,850	.0464
nonmetropolitan	118.8	39.0	26.3	4.3	20.1	10.1	18.7	20.7	20.0	24.2	917,288	412,342	.0295
BATON ROUGE	**726.0**	**251.9**	**240.1**	**10.0**	**122.2**	**66.8**	**86.3**	**124.9**	**149.6**	**152.6**	**8,635,514**	**4,788,488**	**.2607**
metropolitan	528.2	188.3	157.3	7.4	87.6	47.7	66.9	91.4	110.9	106.6	6,692,889	4,099,423	.2057
nonmetropolitan	197.8	63.6	82.8	2.6	34.6	19.1	19.4	33.5	38.7	46.0	1,942,625	689,065	.0550
LAFAYETTE	**524.7**	**184.0**	**135.6**	**6.2**	**94.4**	**50.3**	**53.9**	**87.0**	**99.2**	**121.4**	**5,501,058**	**3,095,946**	**.1716**
metropolitan	208.0	74.8	51.5	3.0	36.3	18.6	24.2	38.1	41.6	41.7	2,525,718	1,606,519	.0793
nonmetropolitan	316.7	109.2	84.1	3.2	58.1	31.7	29.7	48.9	57.6	79.7	2,975,340	1,489,427	.0923
LAKE CHARLES	**228.7**	**80.8**	**48.1**	**3.1**	**38.5**	**21.5**	**22.5**	**37.2**	**45.7**	**56.0**	**2,550,634**	**1,462,026**	**.0790**
metropolitan	168.1	60.3	38.6	1.8	28.5	15.6	16.7	27.4	33.6	40.9	1,977,054	1,189,466	.0615
nonmetropolitan	60.6	20.5	9.5	1.3	10.0	5.9	5.8	9.8	12.1	15.1	573,580	272,560	.0175
MONROE-EL DORADO	**476.4**	**169.1**	**156.9**	**3.5**	**77.7**	**46.6**	**54.7**	**68.4**	**87.3**	**126.9**	**4,283,546**	**3,047,307**	**.1500**
metropolitan	141.9	50.4	44.2	1.2	23.6	13.8	17.5	22.0	26.9	33.5	1,415,569	1,257,237	.0525
nonmetropolitan	334.5	118.7	112.7	2.3	54.1	32.8	37.2	46.4	60.4	93.4	2,867,977	1,790,070	.0975
NEW ORLEANS	**1,664.7**	**599.9**	**522.6**	**58.7**	**272.0**	**153.1**	**171.0**	**280.5**	**345.5**	**388.9**	**19,689,242**	**12,331,839**	**.6184**
metropolitan	1,450.8	526.4	462.9	56.6	235.4	131.8	148.2	247.6	304.0	336.8	17,621,974	11,058,437	.5508
nonmetropolitan	213.9	73.5	59.7	2.1	36.6	21.3	22.8	32.9	41.5	52.1	2,067,268	1,273,402	.0676
SHREVEPORT-TEXARKANA	**995.5**	**368.4**	**283.2**	**17.6**	**158.7**	**92.2**	**92.6**	**147.6**	**192.9**	**280.7**	**10,518,501**	**6,178,386**	**.3321**
metropolitan	511.1	189.3	159.5	7.3	82.8	47.3	48.2	80.4	102.8	133.2	5,864,895	3,800,784	.1875
nonmetropolitan	484.4	179.1	123.7	10.3	75.9	44.9	44.4	67.2	90.1	147.5	4,653,606	2,377,602	.1446
MAINE													
BANGOR	**332.7**	**125.0**	**.9**	**1.5**	**47.4**	**28.1**	**35.0**	**52.1**	**71.1**	**89.8**	**3,850,306**	**2,500,826**	**.1231**
metropolitan	147.5	54.4	.6	.7	20.2	12.0	19.3	24.3	31.0	36.7	1,817,386	1,349,536	.0601
nonmetropolitan	185.2	70.6	.3	.8	27.2	16.1	15.7	27.8	40.1	53.1	2,032,920	1,151,290	.0630
PORTLAND-POLAND SPRING	**966.1**	**369.6**	**4.1**	**5.8**	**137.7**	**76.1**	**95.5**	**161.1**	**210.6**	**257.2**	**13,187,085**	**8,964,500**	**.4143**
metropolitan	351.4	135.8	2.1	2.4	48.6	26.5	37.5	62.0	75.7	90.7	5,151,271	3,935,408	.1670
nonmetropolitan	614.7	233.8	2.0	3.4	89.1	49.6	58.0	99.1	134.9	166.5	8,035,814	5,029,092	.2473
PRESQUE ISLE	**86.6**	**31.2**	**1.0**	**.6**	**12.3**	**7.6**	**8.7**	**14.6**	**17.9**	**23.0**	**948,166**	**554,945**	**.0297**
nonmetropolitan	86.6	31.2	1.0	.6	12.3	7.6	8.7	14.6	17.9	23.0	948,166	554,945	.0297
MARYLAND													
BALTIMORE	**2,583.9**	**955.4**	**648.2**	**32.6**	**361.3**	**185.9**	**262.0**	**469.7**	**574.3**	**649.0**	**38,544,766**	**18,741,154**	**1.0679**
metropolitan	2,477.4	913.7	626.2	31.6	347.2	178.4	252.7	453.6	552.7	614.2	37,156,789	17,959,565	1.0266
nonmetropolitan	106.5	41.7	22.0	1.0	14.1	7.5	9.3	16.1	21.6	34.8	1,387,977	781,589	.0413
HAGERSTOWN	**122.1**	**45.8**	**7.5**	**.9**	**15.9**	**8.6**	**12.7**	**21.4**	**25.8**	**34.3**	**1,464,057**	**877,724**	**.0452**
metropolitan	122.1	45.0	7.5	.9	15.9	8.6	12.7	21.4	25.8	34.3	1,464,057	877,724	.0452
SALISBURY	**248.9**	**94.7**	**52.6**	**2.7**	**33.6**	**18.3**	**24.5**	**39.8**	**50.4**	**75.5**	**2,942,575**	**2,242,721**	**.0990**
nonmetropolitan	248.9	94.7	52.6	2.7	33.6	18.3	24.5	39.8	50.4	75.5	2,942,575	2,242,721	.0990

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STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
MASSACHUSETTS													
BOSTON	**5,726.9**	**2,137.9**	**284.0**	**241.8**	**740.4**	**397.8**	**647.2**	**1,064.7**	**1,235.5**	**1,469.8**	**98,914,171**	**50,958,312**	**2.7160**
metropolitan	5,206.8	1,934.1	280.0	237.5	668.9	360.7	602.2	981.7	1,121.6	1,315.2	91,205,225	45,252,219	2.4697
nonmetropolitan	520.1	203.8	4.0	4.3	71.5	37.1	45.0	83.0	113.9	154.6	7,708,946	5,706,093	.2463
SPRINGFIELD	**677.4**	**249.3**	**42.0**	**52.7**	**92.5**	**49.6**	**88.2**	**110.2**	**138.4**	**178.6**	**9,235,487**	**4,976,812**	**.2686**
metropolitan	606.6	221.4	41.5	51.8	82.4	44.3	82.0	98.6	121.6	160.0	8,288,871	4,517.126	.2418
nonmetropolitan	70.8	27.9	.5	.9	10.1	5.3	6.2	11.6	16.8	18.6	946,616	459,686	.0268
MICHIGAN													
ALPENA	**40.8**	**16.1**	**.1**	**.2**	**5.7**	**3.5**	**3.1**	**5.7**	**7.9**	**13.9**	**479,444**	**259,565**	**.0145**
nonmetropolitan	40.8	16.1	.1	.2	5.7	3.5	3.1	5.7	7.9	13.9	479,444	259,565	.0145
DETROIT	**4,672.7**	**1,726.3**	**984.2**	**92.2**	**674.9**	**388.4**	**485.1**	**811.8**	**1,009.3**	**1,150.5**	**68,183,682**	**35,736,699**	**1.9401**
metropolitan	4,672.7	1,726.3	984.2	92.2	674.9	388.4	485.1	811.8	1,009.3	1,150.5	68,183,682	35,736,699	1.9401
FLINT-SAGINAW-BAY CITY	**1,233.3**	**455.1**	**127.2**	**33.5**	**189.3**	**112.5**	**128.8**	**194.3**	**254.5**	**314.4**	**14,860,002**	**8,645,045**	**.4538**
metropolitan	827.6	308.7	124.8	26.8	127.8	76.2	82.2	134.3	176.5	203.3	10,247,344	6,423,451	.3190
nonmetropolitan	405.7	146.4	2.4	6.7	61.5	36.3	46.6	60.0	78.0	111.1	4,612,658	2,221,594	.1348
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	**1,702.5**	**613.1**	**113.5**	**45.1**	**274.7**	**145.3**	**181.6**	**288.1**	**349.8**	**404.5**	**22,455,462**	**11,731,825**	**.6515**
metropolitan	1,216.4	441.3	100.1	33.7	194.3	100.4	138.0	210.2	249.3	281.5	16,831,172	9,409,497	.4936
nonmetropolitan	486.1	171.8	13.4	11.4	80.4	44.9	43.6	77.9	100.5	123.0	5,624,290	2,322,328	.1579
LANSING	**628.5**	**227.2**	**45.0**	**20.0**	**92.7**	**51.5**	**87.4**	**106.9**	**133.6**	**136.9**	**8,327,369**	**4,549,999**	**.2447**
metropolitan	584.9	211.5	44.8	19.6	85.7	47.4	83.0	100.4	125.0	125.2	7,871,235	4,336,634	.2311
nonmetropolitan	43.6	15.7	.2	.4	7.0	4.1	4.4	6.5	8.6	11.7	456,134	213,365	.0136
MARQUETTE	**151.3**	**56.7**	**1.6**	**.9**	**21.1**	**12.4**	**19.6**	**21.8**	**29.3**	**43.0**	**1,653,543**	**872,029**	**.0502**
nonmetropolitan	151.3	56.7	1.6	.9	21.1	12.4	19.6	21.8	29.3	43.0	1,653,543	872,029	.0502
TRAVERSE CITY-CADILLAC	**480.0**	**180.1**	**5.7**	**3.7**	**71.5**	**39.9**	**45.6**	**70.6**	**94.9**	**143.7**	**4,898,184**	**3,413,148**	**.1648**
nonmetropolitan	480.0	180.1	5.7	3.7	71.5	39.9	45.6	70.6	94.9	143.7	4,898,184	3,413,148	.1648
MINNESOTA													
DULUTH-SUPERIOR	**433.5**	**170.8**	**1.8**	**2.1**	**62.3**	**36.8**	**37.1**	**60.1**	**89.1**	**136.9**	**5,128,170**	**2,916,424**	**.1561**
metropolitan	238.5	94.7	1.3	1.2	33.3	19.7	23.5	34.0	49.7	72.2	3,094,630	1,688,841	.0913
nonmetropolitan	195.0	76.1	.5	.9	29.0	17.1	13.6	26.1	39.4	64.7	2,033,540	1,227,583	.0648
MANKATO	**82.3**	**30.4**	**.3**	**.9**	**11.5**	**6.4**	**14.3**	**11.4**	**14.3**	**22.2**	**883,047**	**631,094**	**.0299**
nonmetropolitan	82.3	30.4	.3	.9	11.5	6.4	14.3	11.4	14.3	22.2	883,047	631,094	.0299
MINNEAPOLIS-ST. PAUL	**3,667.3**	**1,374.1**	**96.8**	**47.7**	**576.7**	**291.3**	**368.3**	**671.3**	**779.7**	**857.4**	**52,452,004**	**28,336,525**	**1.5126**
metropolitan	2,694.5	1,014.6	94.8	39.7	419.3	205.5	279.5	531.7	594.9	569.9	42,270,250	22,832,175	1.1978
nonmetropolitan	972.8	359.5	2.0	8.0	157.4	85.8	88.8	139.6	184.8	287.5	10,181,754	5,504,350	.3148
ROCHESTER-MASON CITY-AUSTIN	**349.1**	**135.4**	**1.3**	**4.2**	**54.3**	**29.0**	**27.3**	**55.4**	**68.5**	**103.7**	**4,440,024**	**2,473,165**	**.1320**
metropolitan	107.6	40.5	.8	1.0	17.7	8.3	9.8	21.4	23.1	23.3	1,676,368	1,009,846	.0492
nonmetropolitan	241.5	94.9	.5	3.2	36.6	20.7	17.5	34.0	45.4	80.4	2,763,656	1,463,319	.0828
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	**301.3**	**106.9**	**60.6**	**4.1**	**48.2**	**28.5**	**33.0**	**50.8**	**60.1**	**70.9**	**3,400,772**	**1,721,064**	**.1011**
metropolitan	280.3	99.9	56.0	3.9	44.8	26.3	30.6	47.5	56.2	65.7	3,210,431	1,644,242	.0956
nonmetropolitan	21.0	7.0	4.6	.2	3.4	2.2	2.4	3.3	3.9	5.2	190,341	76,822	.0055
COLUMBUS-TUPELO	**470.8**	**171.7**	**142.1**	**2.3**	**72.9**	**44.2**	**54.8**	**70.2**	**88.6**	**125.5**	**4,387,301**	**2,401,099**	**.1398**
nonmetropolitan	470.8	171.7	142.1	2.3	72.9	44.2	54.8	70.2	88.6	125.5	4,387,301	2,401,099	.1398
GREENWOOD-GREENVILLE	**230.5**	**75.6**	**138.3**	**1.3**	**42.9**	**25.8**	**25.7**	**32.6**	**39.1**	**56.3**	**1,722,735**	**1,091,960**	**.0614**
nonmetropolitan	230.5	75.6	138.3	1.3	42.9	25.8	25.7	32.6	39.1	56.3	1,722,735	1,091,960	.0614

S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
JACKSON	**784.8**	**277.9**	**345.9**	**3.3**	**128.3**	**77.1**	**82.8**	**124.0**	**152.1**	**195.7**	**8,231,894**	**4,743,150**	**.2589**
metropolitan	397.4	140.9	169.0	1.9	63.2	36.4	44.2	69.2	81.6	89.9	4,824,350	2,898,573	.1488
nonmetropolitan	387.4	137.0	176.9	1.4	65.1	40.7	38.6	54.8	70.5	105.8	3,407,544	1,844,577	.1101
LAUREL-HATTIESBURG	**264.9**	**95.1**	**78.2**	**1.2**	**42.8**	**25.7**	**31.0**	**40.4**	**49.3**	**67.6**	**2,578,000**	**1,373,831**	**.0809**
nonmetropolitan	264.9	95.1	78.2	1.2	42.8	25.7	31.0	40.4	49.3	67.6	2,578,000	1,373,831	.0809
MERIDIAN	**180.1**	**65.4**	**67.0**	**.9**	**28.5**	**18.1**	**19.0**	**26.2**	**33.3**	**49.4**	**1,759,159**	**944,163**	**.0553**
nonmetropolitan	180.1	65.4	67.0	.9	28.5	18.1	19.0	26.2	33.3	49.4	1,759,159	944,163	.0553
MISSOURI													
COLUMBIA-JEFFERSON CITY	**360.0**	**133.6**	**20.8**	**2.6**	**51.6**	**27.9**	**48.0**	**59.6**	**70.5**	**92.1**	**4,324,528**	**2,541,966**	**.1331**
metropolitan	113.1	42.2	8.5	1.2	15.2	7.4	24.5	21.1	21.5	20.0	1,571,606	890,388	.0463
nonmetropolitan	246.9	91.4	12.3	1.4	36.4	20.5	23.5	38.5	49.0	72.1	2,752,922	1,651,578	.0868
JOPLIN-PITTSBURG	**353.9**	**139.8**	**4.1**	**3.7**	**51.8**	**29.7**	**33.4**	**50.4**	**67.6**	**111.0**	**3,715,569**	**2,111,553**	**.1165**
metropolitan	135.6	53.3	1.3	1.2	19.9	11.5	13.1	20.7	27.1	39.4	1,475,270	1,024,703	.0489
nonmetropolitan	218.3	86.5	2.8	2.5	31.9	18.2	20.3	29.7	40.5	71.6	2,240,299	1,086,850	.0676
KANSAS CITY	**1,985.8**	**760.7**	**216.2**	**51.9**	**298.3**	**159.5**	**199.0**	**346.6**	**420.4**	**498.9**	**28,785,401**	**14,482,302**	**.8098**
metropolitan	1,667.6	640.0	207.3	48.5	251.5	132.8	166.9	300.6	361.8	400.0	25,455,635	12,975,231	.7120
nonmetropolitan	318.2	120.7	8.9	3.4	46.8	26.7	32.1	46.0	58.6	98.9	3,329,766	1,507,071	.0978
ST. JOSEPH	**128.1**	**49.6**	**2.8**	**1.9**	**18.3**	**10.3**	**14.4**	**18.7**	**22.8**	**40.0**	**1,504,399**	**868,473**	**.0461**
metropolitan	82.8	32.4	2.6	1.7	12.2	6.8	8.0	12.9	15.6	24.8	1,038,366	619,772	.0317
nonmetropolitan	45.3	17.2	.2	.2	6.1	3.5	6.4	5.8	7.2	15.2	466,033	248,701	.0144
ST. LOUIS	**2,954.7**	**1,114.8**	**437.4**	**29.1**	**446.7**	**243.7**	**270.8**	**501.0**	**606.5**	**794.0**	**42,278,046**	**20,748,211**	**1.1839**
metropolitan	2,456.9	929.0	425.1	26.4	371.8	200.0	229.1	425.9	511.0	641.2	36,858,816	18,177,891	1.0241
nonmetropolitan	497.8	185.8	12.3	2.7	74.9	43.7	41.7	75.1	95.5	152.8	5,419,228	2,570,320	.1598
SPRINGFIELD	**828.6**	**321.9**	**10.8**	**7.3**	**113.9**	**67.7**	**85.1**	**119.0**	**159.8**	**260.9**	**8,601,917**	**5,198,915**	**.2753**
metropolitan	243.3	94.5	3.9	2.0	32.7	18.9	33.2	39.4	50.1	62.4	2,967,365	2,090,582	.0966
nonmetropolitan	585.3	227.4	6.9	5.3	81.2	48.8	51.9	79.6	109.7	198.5	5,634,552	3,108,333	.1787
MONTANA													
BILLINGS-HARDIN	**225.5**	**86.2**	**.7**	**5.8**	**36.4**	**20.7**	**17.4**	**34.3**	**49.4**	**60.4**	**2,510,525**	**1,596,337**	**.0805**
metropolitan	113.0	44.5	.5	3.2	17.8	9.7	9.9	18.6	25.0	28.6	1,401,058	1,071,678	.0469
nonmetropolitan	112.5	41.7	.2	2.6	18.6	11.0	7.5	15.7	24.4	31.8	1,109,467	524,659	.0336
BUTTE	**129.2**	**49.9**	**.2**	**2.0**	**18.5**	**10.5**	**15.1**	**20.2**	**28.0**	**33.3**	**1,442,167**	**835,345**	**.0447**
nonmetropolitan	129.2	49.9	.2	2.0	18.5	10.5	15.1	20.2	28.0	33.3	1,442,167	835,345	.0447
GREAT FALLS	**168.7**	**63.2**	**1.2**	**2.1**	**28.5**	**15.2**	**13.2**	**26.1**	**33.8**	**46.2**	**1,839,714**	**1,027,404**	**.0568**
metropolitan	77.5	30.1	1.1	1.4	12.6	6.3	7.0	13.0	15.8	20.1	938,255	614,445	.0298
nonmetropolitan	91.2	33.1	.1	.7	15.9	8.9	6.2	13.1	18.0	26.1	901,459	412,959	.0270
HELENA	**47.7**	**18.7**	**.1**	**.6**	**7.7**	**4.1**	**3.9**	**7.4**	**11.6**	**11.6**	**577,398**	**346,798**	**.0178**
nonmetropolitan	47.7	18.7	.1	.6	7.7	4.1	3.9	7.4	11.6	11.6	577,398	346,798	.0178
MISSOULA	**188.0**	**72.7**	**.3**	**2.4**	**29.5**	**16.5**	**17.1**	**28.1**	**43.4**	**47.8**	**2,156,069**	**1,367,475**	**.0684**
nonmetropolitan	188.0	72.7	.3	2.4	29.5	16.5	17.1	28.1	43.4	47.8	2,156,069	1,367,475	.0684
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	**616.4**	**239.9**	**5.6**	**10.0**	**90.8**	**49.9**	**64.9**	**94.3**	**119.0**	**179.2**	**7,643,488**	**3,805,172**	**.2202**
metropolitan	215.4	83.5	4.8	4.0	30.2	15.3	33.1	39.0	44.1	47.2	3,324,037	1,529,342	.0900
nonmetropolitan	401.0	156.4	.8	6.0	60.6	34.6	31.8	55.3	74.9	132.0	4,319,451	2,275,830	.1302
NORTH PLATTE	**45.0**	**17.6**	**.1**	**2.0**	**7.5**	**4.2**	**3.0**	**6.3**	**9.0**	**13.7**	**558,262**	**308,672**	**.0172**
nonmetropolitan	45.0	17.6	.1	2.0	7.5	4.2	3.0	6.3	9.0	13.7	558,262	308,672	.0172
OMAHA	**945.0**	**358.0**	**53.0**	**19.0**	**149.6**	**81.5**	**86.1**	**157.4**	**192.0**	**247.8**	**13,041,318**	**6,349,161**	**.3674**
metropolitan	621.3	233.6	52.4	16.7	99.8	52.9	62.3	112.6	130.7	141.6	9,527,248	4,700,401	.2635
nonmetropolitan	323.7	124.4	.6	2.3	49.8	28.6	23.8	44.8	61.3	106.2	3,514,070	1,648,760	.1039

S&MM ESTIMATES: 12/31/90	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
NEVADA													
LAS VEGAS	**787.6**	**304.8**	**75.4**	**88.6**	**111.8**	**56.8**	**78.9**	**145.4**	**173.6**	**194.8**	**10,557,430**	**5,850,623**	**.3107**
metropolitan	773.4	299.6	75.1	87.7	109.6	55.6	78.0	143.2	170.7	190.5	10,408,999	5,806,823	.3068
nonmetropolitan	14.2	5.2	.3	.9	2.2	1.2	.9	2.2	2.9	4.3	148,431	43,800	.0039
RENO	**496.9**	**192.5**	**9.9**	**44.7**	**70.9**	**35.7**	**46.0**	**88.7**	**117.2**	**122.5**	**7,052,930**	**4,064,642**	**.2080**
metropolitan	305.2	121.3	6.3	27.4	42.0	20.8	30.2	56.1	73.5	72.9	4,634,723	2,851,710	.1379
nonmetropolitan	191.7	71.2	3.6	17.3	28.9	14.9	15.8	32.6	43.7	49.6	2,418,207	1,212,932	.0701
NEW MEXICO													
ALBUQUERQUE	**1,423.0**	**508.2**	**26.7**	**505.3**	**245.8**	**131.3**	**134.1**	**237.4**	**297.5**	**327.1**	**15,222,348**	**8,714,231**	**.4754**
metropolitan	610.0	235.5	15.4	233.8	92.6	48.4	60.2	109.9	140.0	139.6	7,810,845	4,812,161	.2401
nonmetropolitan	813.0	272.7	11.3	271.5	153.2	82.9	73.9	127.5	157.5	187.5	7,411,503	3,902,070	.2353
NEW YORK													
ALBANY-SCHENECTADY-TROY	**1,329.3**	**507.6**	**51.6**	**22.0**	**177.8**	**101.4**	**145.6**	**214.5**	**280.6**	**371.8**	**19,514,342**	**10,576,007**	**.5603**
metropolitan	1,138.5	435.5	47.8	19.7	151.0	85.7	127.6	186.7	240.2	315.0	17,109,873	9,283,543	.4894
nonmetropolitan	190.8	72.1	3.8	2.3	26.8	15.7	18.0	27.8	40.4	56.8	2,404,469	1,292,464	.0709
BINGHAMTON	**424.9**	**160.1**	**5.9**	**4.2**	**60.8**	**33.8**	**43.3**	**67.2**	**86.0**	**121.2**	**5,928,109**	**2,993,872**	**.1681**
metropolitan	264.4	100.6	4.8	2.9	36.6	19.6	29.1	43.8	53.0	74.6	4,041,791	1,968,059	.1116
nonmetropolitan	160.5	59.5	1.1	1.3	24.2	14.2	14.2	23.4	33.0	46.7	1,886,318	1,025,813	.0565
BUFFALO	**1,671.3**	**635.7**	**134.9**	**33.3**	**231.9**	**129.5**	**174.5**	**265.6**	**334.3**	**487.1**	**22,164,783**	**10,766,883**	**.6288**
metropolitan	1,370.4	528.8	129.8	30.3	186.7	103.1	142.3	220.3	274.6	403.7	18,849,553	9,243,363	.5323
nonmetropolitan	300.9	106.9	5.1	3.0	45.2	26.4	32.2	45.3	59.7	83.4	3,315,230	1,523,520	.0965
ELMIRA	**235.8**	**87.8**	**7.0**	**2.2**	**35.0**	**20.0**	**22.8**	**35.1**	**47.5**	**68.4**	**2,777,589**	**1,474,031**	**.0829**
metropolitan	95.4	35.4	5.5	1.5	13.8	7.7	9.5	14.8	19.2	27.5	1,176,063	688,040	.0358
nonmetropolitan	140.4	52.4	1.5	.7	21.2	12.3	13.3	20.3	28.3	40.9	1,601,526	785,991	.0471
NEW YORK	**18,650.7**	**6,822.5**	**3,653.7**	**2,860.2**	**2,395.0**	**1,391.7**	**1,885.8**	**3,275.5**	**4,071.9**	**5,088.1**	**334,768,128**	**136,993,448**	**8.5449**
metropolitan	18,385.4	6,725.5	3,638.8	2,847.6	2,358.5	1,372.1	1,860.9	3,230.5	4,013.5	5,015.0	331,026,372	135,079,848	8.4365
nonmetropolitan	265.3	97.0	14.9	12.6	36.5	19.6	24.9	45.0	58.4	73.1	3,741,756	1,913,600	.1064
ROCHESTER	**962.8**	**361.0**	**94.7**	**31.1**	**138.6**	**72.0**	**107.0**	**165.4**	**207.6**	**241.0**	**15,141,815**	**7,480,168**	**.4172**
metropolitan	962.8	361.0	94.7	31.1	138.6	72.0	107.0	165.4	207.6	241.0	15,141,815	7,480,168	.4172

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S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
SYRACUSE	**1,054.2**	**385.7**	**53.0**	**16.0**	**150.4**	**81.0**	**139.7**	**174.3**	**211.5**	**265.4**	**14,498,106**	**7,293,758**	**.4122**
metropolitan	752.8	278.2	45.4	11.4	108.9	58.1	92.3	125.8	151.7	192.5	10,635,111	5,488,360	.3030
nonmetropolitan	301.4	107.5	7.6	4.6	41.5	22.9	47.4	48.5	59.8	72.9	3,862,995	1,805,398	.1092
UTICA	**285.3**	**105.2**	**10.3**	**4.9**	**39.7**	**22.3**	**33.5**	**42.5**	**55.9**	**83.0**	**3,612,081**	**1,922,750**	**.1061**
metropolitan	224.5	83.4	9.4	4.2	31.6	17.7	23.8	35.1	43.9	66.0	2,825,373	1,444,056	.0821
nonmetropolitan	60.8	21.8	.9	.7	8.1	4.6	9.7	7.8	12.0	17.0	786,708	478,694	.0240
WATERTOWN-CARTHAGE	**253.1**	**86.4**	**9.5**	**4.9**	**38.8**	**21.5**	**36.1**	**41.7**	**47.1**	**59.6**	**2,602,431**	**1,615,892**	**.0843**
nonmetropolitan	253.1	86.4	9.5	4.9	38.8	21.5	36.1	41.7	47.1	59.6	2,602,431	1,615,892	.0843
NORTH CAROLINA													
CHARLOTTE	**1,937.4**	**733.7**	**361.1**	**15.1**	**265.5**	**157.8**	**211.7**	**331.0**	**423.8**	**490.1**	**24,489,597**	**13,469,640**	**.7279**
metropolitan	1,404.8	534.1	253.7	12.5	193.4	112.1	151.4	249.9	311.9	343.6	18,637,466	10,370,906	.5503
nonmetropolitan	532.6	199.6	107.4	2.6	72.1	45.7	60.3	81.1	111.9	146.5	5,852,131	3,098,734	.1776
GREENSBORO-WINSTON SALEM-HIGH POINT	**1,337.8**	**525.8**	**244.4**	**10.5**	**169.5**	**104.5**	**144.5**	**223.3**	**294.0**	**365.7**	**17,560,339**	**9,720,638**	**.5189**
metropolitan	1,058.6	418.2	205.2	8.0	134.2	80.8	118.0	180.0	233.5	282.9	14,453,740	8,176,134	.4267
nonmetropolitan	279.2	107.6	39.2	2.5	35.3	23.7	26.5	43.3	60.5	82.8	3,106,599	1,544,504	.0922
GREENVILLE-NEW BERN-WASHINGTON	**640.6**	**225.5**	**188.6**	**13.8**	**90.8**	**51.3**	**97.7**	**111.7**	**120.1**	**147.9**	**6,095,610**	**3,764,423**	**.2011**
metropolitan	151.5	41.3	30.8	8.2	21.7	9.1	41.3	33.1	22.2	17.7	1,234,297	744,716	.0422
nonmetropolitan	489.1	184.2	157.8	5.6	69.1	42.2	56.4	78.6	97.9	130.2	4,861,313	3,019,707	.1589

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S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
RALEIGH-DURHAM	**1,938.0**	**724.4**	**580.1**	**32.7**	**270.1**	**155.3**	**241.7**	**355.2**	**411.8**	**444.0**	**23,708,930**	**13,155,912**	**.7114**
metropolitan	1,026.0	385.7	276.3	22.9	141.1	74.6	152.2	208.4	221.7	195.0	14,408,907	7,814,538	.4174
nonmetropolitan	912.0	338.7	303.8	9.8	129.0	80.7	89.5	146.8	190.1	249.0	9,300,023	5,341,374	.2940
WILMINGTON	**386.8**	**145.9**	**95.1**	**2.6**	**54.8**	**35.5**	**40.4**	**59.3**	**81.5**	**104.0**	**3,899,732**	**2,380,096**	**.1261**
metropolitan	121.4	48.6	24.2	.9	15.2	9.5	14.9	19.8	27.1	31.7	1,445,557	1,099,893	.0486
nonmetropolitan	265.4	97.3	70.9	1.7	39.6	26.0	25.5	39.5	54.4	72.3	2,454,175	1,280,203	.0775
NORTH DAKOTA													
FARGO	**570.9**	**214.9**	**2.3**	**6.1**	**88.1**	**47.8**	**64.3**	**88.0**	**107.1**	**158.3**	**6,471,852**	**3,808,541**	**.2008**
metropolitan	225.4	83.7	1.9	3.0	33.6	16.8	38.8	40.7	42.7	45.5	2,985,905	1,937,457	.0927
nonmetropolitan	345.5	131.2	.4	3.1	54.5	31.0	25.5	47.3	64.4	112.8	3,485,947	1,871,084	.1081
MINOT-BISMARCK-DICKINSON-GLENDIVE	**363.1**	**135.4**	**1.7**	**2.5**	**61.1**	**34.0**	**29.1**	**56.0**	**70.5**	**100.8**	**4,210,527**	**2,199,609**	**.1260**
metropolitan	83.8	31.4	.1	.4	13.7	7.8	7.5	14.3	17.8	20.1	1,079,718	697,011	.0336
nonmetropolitan	279.3	104.0	1.6	2.1	47.4	26.2	21.6	41.7	52.7	80.7	3,130,809	1,502,598	.0924
OHIO													
CINCINNATI	**2,041.8**	**761.7**	**209.2**	**10.1**	**314.4**	**171.5**	**211.0**	**346.4**	**418.8**	**513.1**	**27,502,007**	**13,745,775**	**.7837**
metropolitan	1,752.0	655.9	205.2	9.4	270.0	143.4	184.3	302.8	360.4	433.3	24,579,326	12,453,877	.6976
nonmetropolitan	289.8	105.8	4.0	.7	44.4	28.1	26.7	43.6	58.4	79.8	2,922,681	1,291,898	.0861
CLEVELAND	**3,776.0**	**1,433.1**	**493.7**	**62.3**	**540.4**	**308.8**	**362.1**	**607.9**	**789.7**	**1,052.6**	**51,458,596**	**25,600,898**	**1.4609**
metropolitan	3,275.9	1,252.7	480.8	57.5	461.4	262.9	316.3	532.1	687.1	917.5	45,643,822	22,599,533	1.2882
nonmetropolitan	500.1	180.4	12.9	4.8	79.0	45.9	45.8	75.8	102.6	135.1	5,814,774	3,001,365	.1727
COLUMBUS	**1,836.6**	**692.3**	**177.8**	**13.6**	**266.4**	**148.7**	**212.9**	**330.1**	**388.8**	**432.4**	**23,448,749**	**12,723,079**	**.6929**
metropolitan	1,389.7	529.4	167.3	11.6	199.6	108.3	170.1	261.0	296.6	309.6	18,747,219	10,567,421	.5542
nonmetropolitan	446.9	162.9	10.5	2.0	66.8	40.4	42.8	69.1	92.2	122.8	4,701,530	2,155,658	.1387
DAYTON	**1,328.0**	**501.4**	**133.9**	**9.3**	**196.3**	**111.5**	**135.0**	**212.4**	**277.8**	**354.6**	**17,532,266**	**8,836,107**	**.5033**
metropolitan	998.6	381.3	127.3	7.6	145.1	81.0	104.9	162.5	211.0	263.8	13,515,477	7,029,021	.3895
nonmetropolitan	329.4	120.1	6.6	1.7	51.2	30.5	30.1	49.9	66.8	90.8	4,016,789	1,807,086	.1138
LIMA	**109.8**	**39.4**	**12.5**	**1.3**	**16.9**	**9.8**	**10.8**	**17.4**	**22.0**	**29.3**	**1,308,038**	**939,805**	**.0431**
metropolitan	109.8	39.4	12.5	1.3	16.9	9.8	10.8	17.4	22.0	29.3	1,308,038	939,805	.0431
TOLEDO	**1,095.7**	**404.1**	**76.8**	**41.2**	**167.5**	**96.5**	**119.1**	**175.3**	**221.4**	**281.2**	**13,996,283**	**7,394,603**	**.4099**
metropolitan	614.8	231.0	70.7	20.7	91.4	51.5	74.4	100.6	123.2	153.8	8,105,204	4,551,332	.2404
nonmetropolitan	480.9	173.1	6.1	20.5	76.1	45.0	44.7	74.7	98.2	127.4	5,891,079	2,843,271	.1695
YOUNGSTOWN	**718.8**	**272.3**	**62.6**	**8.4**	**99.0**	**61.1**	**64.6**	**103.7**	**147.3**	**223.2**	**8,958,779**	**4,721,246**	**.2638**
metropolitan	610.7	231.6	61.2	8.0	83.1	51.1	55.5	87.9	125.0	191.3	7,757,526	4,181,917	.2290
nonmetropolitan	108.1	40.7	1.4	.4	15.9	10.0	9.1	15.8	22.3	31.9	1,201,253	539,329	.0348
ZANESVILLE	**82.1**	**30.8**	**3.5**	**.2**	**12.4**	**7.2**	**8.3**	**12.5**	**16.2**	**23.0**	**827,658**	**577,575**	**.0280**
nonmetropolitan	82.1	30.8	3.5	.2	12.4	7.2	8.3	12.5	16.2	23.0	827,658	577,575	.0280
OKLAHOMA													
ARDMORE-ADA	**182.6**	**70.5**	**8.5**	**2.9**	**26.2**	**16.5**	**17.0**	**25.0**	**34.5**	**58.4**	**1,518,189**	**961,881**	**.0519**
nonmetropolitan	182.6	70.5	8.5	2.9	26.2	16.5	17.0	25.0	34.5	58.4	1,518,189	961,881	.0519
OKLAHOMA CITY	**1,481.1**	**569.0**	**118.6**	**48.2**	**225.0**	**124.9**	**157.5**	**245.6**	**299.1**	**384.8**	**16,935,925**	**9,921,728**	**.5245**
metropolitan	1,017.8	391.0	105.4	36.3	156.1	85.0	109.2	178.5	213.4	244.1	12,197,293	7,665,182	.3824
nonmetropolitan	463.3	178.0	13.2	11.9	68.9	39.9	48.3	67.1	85.7	140.7	4,738,632	2,256,546	.1421
TULSA	**1,149.8**	**446.6**	**81.9**	**20.4**	**174.7**	**98.5**	**103.7**	**180.5**	**240.7**	**317.3**	**13,009,244**	**7,577,190**	**.4038**
metropolitan	711.0	278.1	58.9	14.9	109.7	59.8	66.8	120.7	155.8	175.9	8,805,237	5,239,853	.2695
nonmetropolitan	438.8	168.5	23.0	5.5	65.0	38.7	36.9	59.8	84.9	141.4	4,204,007	2,337,337	.1343

S&MM ESTIMATES: 12/31/90	**POPULATION**										**EFFECTIVE BUYING INCOME**	**RETAIL SALES**	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
OREGON													
BEND	**75.8**	**29.6**	**.1**	**1.6**	**11.1**	**6.4**	**5.5**	**11.3**	**18.4**	**21.0**	**854,292**	**681,612**	**.0295**
nonmetropolitan	75.8	29.6	.1	1.6	11.1	6.4	5.5	11.3	18.4	21.0	854,292	681,612	.0295
EUGENE	**510.5**	**197.8**	**3.1**	**12.4**	**72.0**	**41.0**	**58.7**	**76.4**	**113.6**	**135.0**	**5,814,461**	**3,701,534**	**.1853**
metropolitan	284.3	111.4	2.2	7.0	40.0	22.0	32.8	43.9	65.6	72.0	3,256,948	2,237,700	.1064
nonmetropolitan	226.5	86.4	.9	5.4	32.0	19.0	25.9	32.5	48.0	63.0	2,557,513	1,463,834	.0789
MEDFORD	**349.8**	**138.1**	**1.7**	**15.0**	**50.0**	**29.2**	**26.5**	**45.8**	**77.1**	**111.6**	**3,719,364**	**2,768,059**	**.1269**
metropolitan	148.0	57.9	.4	6.1	21.0	12.3	12.2	20.1	33.7	44.7	1,644,663	1,431,958	.0590
nonmetropolitan	201.8	80.2	1.3	8.9	29.0	16.9	14.3	25.7	43.4	66.9	2,074,701	1,336,101	.0679
PORTLAND	**2,226.7**	**860.0**	**46.5**	**87.9**	**332.4**	**181.0**	**197.8**	**364.6**	**518.9**	**563.1**	**29,425,836**	**16,808,105**	**.8770**
metropolitan	1,774.8	684.4	45.4	73.6	263.4	141.7	163.2	300.5	420.4	430.4	24,408,066	13,998,175	.7227
nonmetropolitan	451.9	175.6	1.1	14.3	69.0	39.3	34.6	64.1	98.5	132.7	5,017,770	2,809,930	.1543
PENNSYLVANIA													
ERIE	**410.7**	**152.6**	**15.8**	**3.9**	**59.8**	**34.9**	**44.8**	**61.2**	**82.8**	**115.0**	**5,313,412**	**2,954,178**	**.1578**
metropolitan	275.1	101.4	14.6	3.5	40.4	23.1	32.2	42.1	54.8	74.1	3,744,230	1,812,577	.1056
nonmetropolitan	135.6	51.2	1.2	.4	19.4	11.8	12.6	19.1	28.0	40.9	1,569,182	1,141,601	.0522

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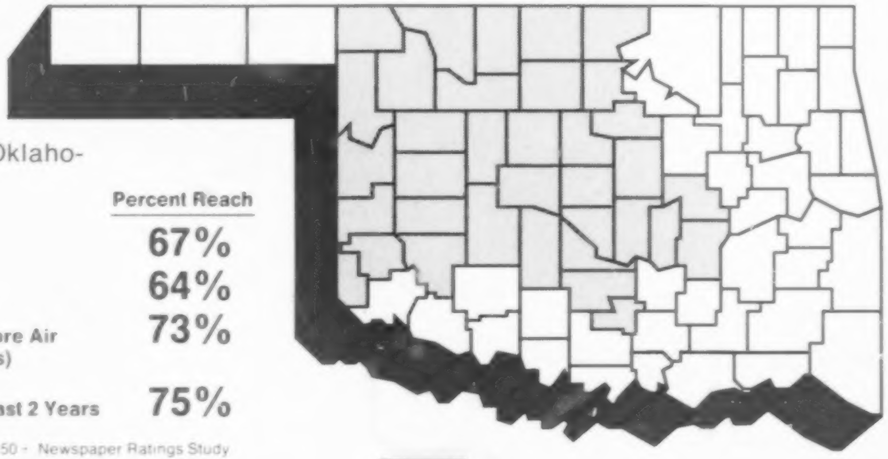

	Percent Reach
total adults	67%
food Principal Food Shopper	64%
travel Frequent Flier (3 or more Air Trips in past 12 months)	73%
auto Purchased New Car in Past 2 Years	75%

Source: 1989 Scarborough/Simmons Top 50 - Newspaper Ratings Study

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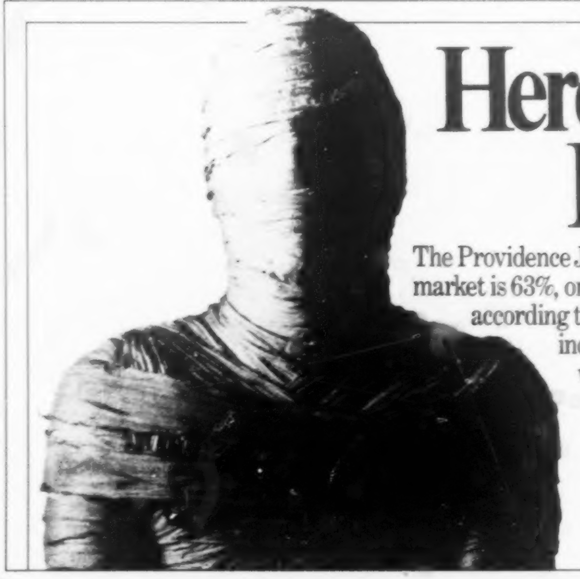
S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
HARRISBURG-YORK-LANCASTER-LEBANON	**1,463.5**	**547.0**	**65.3**	**33.4**	**204.0**	**114.5**	**148.5**	**240.8**	**313.6**	**397.7**	**21,062,352**	**11,404,057**	**.6071**
metropolitan	1,442.7	539.3	65.3	33.4	201.0	112.6	146.6	237.7	309.3	391.7	20,831,347	11,321,318	6007
nonmetropolitan	20.8	7.7	.0	.0	3.0	1.9	1.9	3.1	4.3	6.0	231,005	82,739	.0064
JOHNSTOWN-ALTOONA	**811.3**	**303.4**	**10.6**	**3.9**	**106.1**	**65.7**	**96.4**	**119.8**	**158.8**	**243.7**	**8,940,132**	**5,013,880**	**.2756**
metropolitan	494.6	184.2	7.9	3.0	62.1	38.5	67.5	72.8	95.5	146.0	5,384,453	3,142,132	.1686
nonmetropolitan	316.7	119.2	2.7	.9	44.0	27.2	28.9	47.0	63.3	97.7	3,555,679	1,871,748	.1070
PHILADELPHIA	**7,181.9**	**2,641.9**	**1,227.0**	**298.6**	**988.9**	**539.9**	**743.8**	**1,229.6**	**1,499.4**	**1,963.1**	**113,063,668**	**55,134,514**	**3.1033**
metropolitan	7,069.9	2,601.9	1,205.9	296.0	971.3	530.7	730.7	1,209.9	1,477.0	1,937.1	111,717,598	54,088,644	3.0579
nonmetropolitan	112.0	40.0	21.1	2.6	17.6	9.2	13.1	19.7	22.4	26.0	1,346,070	1,045,870	.0454
PITTSBURGH	**2,950.9**	**1,154.3**	**188.6**	**15.9**	**371.7**	**217.3**	**291.2**	**453.0**	**603.1**	**938.5**	**39,656,855**	**19,082,739**	**1.1188**
metropolitan	2,267.1	901.2	180.0	13.1	279.7	161.1	207.5	351.9	465.3	743.3	31,699,560	15,263,561	.8869
nonmetropolitan	683.8	253.1	8.6	2.8	92.0	56.2	83.7	101.1	137.8	195.2	7,957,295	3,819,178	.2319
WILKES BARRE-SCRANTON	**1,376.7**	**525.0**	**14.1**	**9.9**	**177.1**	**105.3**	**136.2**	**199.9**	**273.4**	**448.9**	**16,466,947**	**9,205,559**	**.4979**
metropolitan	912.7	348.7	11.0	7.1	116.0	68.6	91.4	133.1	181.7	298.0	11,272,105	6,462,452	.3410
nonmetropolitan	464.0	176.3	3.1	2.8	61.1	36.7	44.8	66.8	91.7	150.9	5,194,842	2,743,107	.1569
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	**1,529.9**	**573.8**	**52.1**	**61.7**	**200.5**	**112.5**	**173.7**	**258.8**	**313.6**	**426.5**	**21,530,728**	**11,588,116**	**.6220**
metropolitan	1,430.5	535.9	48.3	59.8	187.7	105.5	162.7	241.5	290.9	400.8	19,938,758	10,726,217	.5771
nonmetropolitan	99.4	37.9	3.8	1.9	12.8	7.0	11.0	17.3	22.7	25.7	1,591,970	861,899	.0449
SOUTH CAROLINA													
CHARLESTON	**633.7**	**221.5**	**215.4**	**8.0**	**103.4**	**54.0**	**77.4**	**117.1**	**128.9**	**130.5**	**6,878,400**	**4,242,367**	**.2193**
metropolitan	515.5	180.8	155.9	7.6	83.4	41.4	66.4	100.3	105.2	100.1	5,887,990	3,615,870	.1851
nonmetropolitan	118.2	40.7	59.5	.4	20.0	12.6	11.0	16.8	23.7	30.4	990,410	626,497	.0342
COLUMBIA	**822.9**	**289.0**	**311.2**	**8.3**	**121.0**	**72.6**	**98.8**	**144.6**	**174.8**	**185.9**	**9,672,663**	**5,489,890**	**.2946**
metropolitan	458.3	165.1	140.1	6.0	63.5	38.4	59.1	86.0	101.6	95.9	6,283,329	3,545,143	.1851
nonmetropolitan	364.6	123.9	171.1	2.3	57.5	34.2	39.7	58.6	73.2	90.0	3,389,334	1,944,747	.1095



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S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
FLORENCE-MYRTLE BEACH	**415.9**	**151.1**	**140.4**	**2.1**	**61.9**	**39.9**	**41.9**	**66.1**	**86.6**	**107.2**	**4,294,460**	**3,375,096**	**.1507**
metropolitan	114.8	40.4	44.6	.5	17.9	11.4	11.9	17.7	24.8	27.6	1,129,286	973,645	.0414
nonmetropolitan	301.1	110.7	95.8	1.6	44.0	28.5	30.0	48.4	61.8	79.6	3,165,174	2,401,451	.1093
GREENVILLE-SPARTANBURG-ASHEVILLE	**1,711.6**	**657.1**	**247.6**	**11.3**	**224.7**	**139.8**	**182.0**	**260.3**	**363.9**	**494.2**	**19,642,987**	**11,437,434**	**.6071**
metropolitan	990.9	378.5	153.2	7.1	132.4	79.9	110.1	158.3	215.6	266.8	11,876,653	7,229,939	.3688
nonmetropolitan	720.7	278.6	94.4	4.2	92.3	59.9	71.9	102.0	148.3	227.4	7,766,334	4,207,495	.2383
SOUTH DAKOTA													
RAPID CITY	**233.6**	**85.4**	**2.1**	**5.1**	**40.9**	**21.7**	**20.6**	**37.4**	**46.8**	**58.0**	**2,756,759**	**1,525,500**	**.0834**
metropolitan	82.4	31.0	1.3	1.8	14.1	6.8	9.0	15.1	16.3	17.7	1,119,960	830,083	.0364
nonmetropolitan	151.2	54.4	.8	3.3	26.8	14.9	11.6	22.3	30.5	40.3	1,636,799	695,417	.0470
SIOUX FALLS-MITCHELL	**580.7**	**219.6**	**1.4**	**2.4**	**93.7**	**51.3**	**50.4**	**87.0**	**107.6**	**172.5**	**6,649,857**	**3,720,939**	**.2025**
metropolitan	125.1	48.2	.8	.7	19.8	10.1	13.1	23.5	25.4	29.0	1,919,301	1,225,198	.0578
nonmetropolitan	455.6	171.4	.6	1.7	73.9	41.2	37.3	63.5	82.2	143.5	4,730,556	2,495,741	.1447
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	**778.1**	**297.6**	**13.0**	**2.9**	**98.5**	**68.1**	**78.5**	**117.5**	**169.2**	**227.5**	**8,581,768**	**4,198,666**	**.2544**
metropolitan	436.4	170.6	8.9	1.7	52.4	35.3	45.0	65.5	95.8	132.0	5,077,803	2,574,211	.1501
nonmetropolitan	341.7	127.0	4.1	1.2	46.1	32.8	33.5	52.0	73.4	95.5	3,503,965	1,624,455	.1043
CHATTANOOGA	**805.2**	**305.9**	**69.9**	**6.7**	**109.8**	**71.1**	**81.4**	**126.2**	**175.2**	**219.4**	**9,042,747**	**5,104,879**	**.2782**
metropolitan	435.2	167.1	58.4	2.5	59.1	37.2	43.1	68.6	95.3	119.6	5,147,810	3,008,397	.1583
nonmetropolitan	370.0	138.8	11.5	4.2	50.7	33.9	38.3	57.6	79.9	99.8	3,894,937	2,096,482	.1199
JACKSON	**150.2**	**57.7**	**30.2**	**.7**	**21.2**	**12.9**	**15.1**	**22.5**	**30.7**	**43.6**	**1,637,801**	**988,584**	**.0518**
metropolitan	78.1	29.7	24.3	.4	11.5	6.7	8.5	12.5	15.9	20.7	934,295	652,990	.0304
nonmetropolitan	72.1	28.0	5.9	.3	9.7	6.2	6.6	10.0	14.8	22.9	703,506	335,594	.0214

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S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
KNOXVILLE	**1,096.8**	**421.5**	**45.6**	**4.7**	**145.1**	**93.1**	**117.1**	**171.1**	**296.5**	**305.2**	**12,209,402**	**7,191,394**	**.3811**
metropolitan	608.4	239.3	36.6	3.2	77.4	46.9	68.3	99.1	133.3	167.4	7,601,304	4,776,261	.2362
nonmetropolitan	488.4	182.2	9.0	1.5	67.7	46.2	[illegible]	72.0	103.2	137.8	4,608,098	2,415,133	.1449
MEMPHIS	**1,649.6**	**597.8**	**613.8**	**12.0**	**261.7**	**151.9**	**177.9**	**269.8**	**332.3**	**401.4**	**18,007,109**	**10,123,681**	**.5572**
metropolitan	990.6	360.3	403.1	8.0	157.2	86.9	107.7	174.7	209.8	220.4	12,106,512	7,055,066	.3692
nonmetropolitan	659.0	237.5	210.7	4.0	104.5	65.0	70.2	95.1	122.5	181.0	5,900,597	3,068,615	.1880
NASHVILLE	**1,894.9**	**715.6**	**229.2**	**16.8**	**267.2**	**155.3**	**204.9**	**325.1**	**401.0**	**484.8**	**23,693,652**	**12,424,377**	**.6963**
metropolitan	1,168.1	[illegible]	189.3	13.5	168.0	92.9	134.9	217.9	252.6	264.7	15,960,850	8,865,268	.4687
nonmetropolitan	[illegible]	[illegible]	39.9	3.3	99.2	62.4	70.0	107.2	148.4	220.1	7,732,802	3,559,109	.2276
TEXAS													
ABILENE-SWEETWATER	**289.4**	**108.2**	**13.9**	**44.9**	**44.9**	**24.8**	**29.3**	**42.8**	**52.9**	**85.9**	**[illegible]**	**1,712,711**	**.0945**
metropolitan	119.5	43.2	7.8	17.7	19.1	9.6	15.7	20.4	21.9	28.7	[illegible]	888,838	.0431
nonmetropolitan	169.9	65.0	6.1	27.2	25.8	15.2	13.6	22.4	31.0	57.2	1,717,363	823,873	.0514
AMARILLO	**448.1**	**167.9**	**18.1**	**83.8**	**75.4**	**41.4**	**[illegible]**	**70.3**	**85.6**	**119.6**	**5,235,737**	**[illegible]**	**.1646**
metropolitan	188.0	72.1	10.2	26.1	30.8	16.0	19.2	31.9	37.4	46.3	2,511,079	1,872,807	.0821
nonmetropolitan	260.1	95.8	7.9	57.7	44.6	25.4	21.6	38.4	48.2	73.3	2,724,658	1,354,424	.0825

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S&MM ESTIMATES: 12/31/90	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
AUSTIN	**957.8**	**370.6**	**88.9**	**191.9**	**141.9**	**72.9**	**132.3**	**189.2**	**203.1**	**187.8**	**12,993,316**	**6,923,034**	**.3765**
metropolitan	798.0	310.4	77.4	164.5	118.2	59.2	120.5	167.4	172.9	133.6	11,352,636	6,132,077	.3274
nonmetropolitan	159.8	60.2	11.5	27.4	23.7	13.7	11.8	21.8	30.2	54.2	1,640,680	790,957	.0491
BEAUMONT-PORT ARTHUR	**430.0**	**160.2**	**97.1**	**16.4**	**67.8**	**38.6**	**38.4**	**65.4**	**84.6**	**122.6**	**5,480,829**	**2,911,067**	**.1609**
metropolitan	359.1	133.5	85.1	15.4	57.3	31.9	32.9	56.5	71.6	98.2	4,748,361	2,578,487	.1392
nonmetropolitan	70.9	26.7	12.0	1.0	10.5	6.7	5.5	8.9	13.0	24.4	732,468	332,580	.0217
CORPUS CHRISTI	**504.8**	**171.1**	**17.2**	**275.3**	**88.5**	**50.3**	**50.1**	**81.1**	**98.8**	**118.8**	**5,141,440**	**3,078,973**	**.1650**
metropolitan	350.5	118.7	14.2	183.0	61.7	35.1	34.2	58.6	70.8	78.2	3,730,891	2,320,447	.1198
nonmetropolitan	154.3	52.4	3.0	92.3	26.8	15.2	15.9	22.5	28.0	40.6	1,410,549	758,526	.0452
DALLAS-FT. WORTH	**4,661.0**	**1,741.5**	**638.5**	**578.5**	**728.3**	**378.4**	**492.4**	**922.0**	**1,007.6**	**970.9**	**67,737,639**	**38,431,905**	**1.9772**
metropolitan	4,058.9	1,516.4	586.5	543.0	640.8	327.5	438.0	835.0	893.0	780.3	61,263,942	35,008,532	1.7801
nonmetropolitan	602.1	225.1	52.0	35.5	87.5	50.9	54.4	87.0	114.6	190.6	6,473,697	3,423,373	.1971
EL PASO	**762.4**	**235.7**	**25.6**	**511.3**	**136.9**	**81.7**	**93.8**	**127.8**	**141.1**	**152.8**	**6,752,595**	**4,282,422**	**.2284**
metropolitan	741.2	227.9	25.3	500.5	133.3	79.6	92.2	125.3	137.5	145.6	6,596,424	4,177,105	.2227
nonmetropolitan	21.2	7.8	.3	10.8	3.6	2.1	1.6	2.5	3.6	7.2	156,171	105,317	.0057
HOUSTON	**4,052.6**	**1,452.1**	**738.5**	**840.2**	**670.7**	**357.1**	**419.4**	**778.4**	**910.5**	**773.3**	**55,638,038**	**28,400,582**	**1.5895**
metropolitan	3,742.2	1,342.9	687.4	793.4	623.6	330.3	387.2	730.8	849.4	686.6	52,185,200	26,777,110	1.4883
nonmetropolitan	310.4	109.2	51.1	46.8	47.1	26.8	32.2	47.6	61.1	86.7	3,452,838	1,623,472	.1012
LAREDO	**145.1**	**38.0**	**.2**	**135.2**	**29.4**	**18.0**	**17.4**	**22.7**	**24.7**	**26.8**	**903,164**	**843,134**	**.0385**
metropolitan	135.6	35.1	.2	127.5	27.6	16.8	16.6	21.4	23.2	24.3	848,630	824,554	.0367
nonmetropolitan	9.5	2.9	.0	7.7	1.8	1.2	.8	1.3	1.5	2.5	54,534	18,580	.0018
LUBBOCK	**377.9**	**134.9**	**24.6**	**110.3**	**62.7**	**33.8**	**49.9**	**61.3**	**67.9**	**89.8**	**3,918,966**	**2,672,363**	**.1306**
metropolitan	224.1	82.1	17.9	51.9	34.4	18.2	36.2	39.1	41.3	47.6	2,597,744	1,975,744	.0878
nonmetropolitan	153.8	52.8	6.7	58.4	28.3	15.6	13.7	22.2	26.6	42.2	1,321,222	696,619	.0428

BIG DEAL.

At The Houston Post, We Don't Just Talk Big, We Deliver:

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The Post reaches 210,200 Houston households (49%) where income is $75,000 or more. And 128,400 (50%) of those with personal incomes of $50,000 and up.

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The Houston Post

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TEXAS (cont.)

S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BPI BUYING POWER INDEX
MCALLEN-BROWNSVILLE	**715.1**	**195.8**	**2.0**	**607.2**	**141.6**	**92.6**	**80.4**	**103.0**	**123.4**	**146.8**	**4,685,762**	**3,389,213**	**.1804**
metropolitan	656.0	180.2	1.8	552.0	129.2	84.4	73.7	94.7	113.4	135.6	4,400,005	3,224,250	.1687
nonmetropolitan	59.1	15.6	.2	55.2	12.4	8.2	6.7	8.3	10.0	11.2	285,757	164,963	.0117
ODESSA-MIDLAND	**384.5**	**134.8**	**18.1**	**129.4**	**71.5**	**37.4**	**34.5**	**63.8**	**74.4**	**88.7**	**4,585,277**	**2,405,153**	**.1361**
metropolitan	225.4	81.2	14.3	61.2	42.4	20.6	20.0	39.9	45.0	48.9	3,069,355	1,663,845	.0895
nonmetropolitan	159.1	53.6	3.8	68.2	29.1	16.8	14.5	23.9	29.4	39.8	1,515,922	741,308	.0466
SAN ANGELO	**134.7**	**48.9**	**4.7**	**37.1**	**21.3**	**11.4**	**15.0**	**20.8**	**25.5**	**36.5**	**1,583,649**	**842,608**	**.0474**
metropolitan	99.3	35.7	4.4	26.0	15.9	8.0	12.5	16.1	18.9	24.7	1,242,038	677,851	.0369
nonmetropolitan	35.4	13.2	.3	11.1	5.4	3.4	2.5	4.7	6.6	11.8	341,611	164,757	.0105
SAN ANTONIO	**1,689.6**	**581.9**	**101.6**	**813.6**	**282.5**	**158.8**	**180.3**	**281.4**	**333.5**	**394.9**	**18,272,872**	**10,918,562**	**.5768**
metropolitan	1,324.0	458.8	92.3	633.0	219.9	121.2	147.7	231.0	266.7	291.5	15,038,973	9,157,490	.4723
nonmetropolitan	365.6	123.1	9.3	180.6	62.6	37.6	32.6	50.4	66.8	103.4	3,233,899	1,761,072	.1045
TYLER-LONGVIEW-JACKSONVILLE	**538.5**	**201.2**	**101.3**	**29.2**	**81.2**	**46.3**	**57.6**	**81.0**	**103.5**	**153.0**	**6,268,521**	**3,827,222**	**.1965**
metropolitan	257.8	97.4	52.3	13.2	39.8	22.2	25.6	41.1	51.7	69.4	3,257,467	2,317,856	.1057
nonmetropolitan	280.7	103.8	49.0	16.0	41.4	24.1	32.0	39.9	51.8	83.6	3,011,054	1,509,366	.0908
VICTORIA	**74.3**	**26.2**	**5.1**	**25.5**	**13.6**	**7.1**	**6.7**	**12.1**	**15.4**	**17.4**	**874,397**	**566,608**	**.0278**
metropolitan	74.3	26.2	5.1	25.5	13.0	7.1	6.7	12.1	15.4	17.4	874,397	566,608	.0278
WACO-TEMPLE-BRYAN	**708.5**	**250.7**	**119.6**	**88.9**	**107.5**	**55.6**	**121.2**	**120.4**	**122.8**	**157.1**	**7,544,992**	**4,088,783**	**.2320**
metropolitan	571.0	199.7	96.3	73.2	86.8	43.6	109.3	101.5	98.2	111.6	6,226,613	3,498,859	.1924
nonmetropolitan	137.5	51.0	23.3	15.7	20.7	12.0	11.9	18.9	24.6	45.5	1,318,379	589,924	.0396
WICHITA FALLS-LAWTON	**413.4**	**152.6**	**39.6**	**30.8**	**63.9**	**34.9**	**45.8**	**67.1**	**75.8**	**112.6**	**4,287,258**	**2,546,537**	**.1367**
metropolitan	233.2	82.6	31.9	17.7	36.8	19.1	31.6	41.6	42.5	53.6	2,512,667	1,626,156	.0816
nonmetropolitan	180.2	70.0	7.7	13.1	27.1	15.8	14.2	25.5	33.3	59.0	1,774,591	920,381	.0551
UTAH													
SALT LAKE CITY	**1,872.7**	**588.9**	**13.2**	**97.2**	**392.1**	**213.6**	**208.1**	**296.3**	**338.1**	**346.4**	**19,394,385**	**11,265,311**	**.6139**
metropolitan	1,349.6	422.1	11.6	71.9	280.8	151.1	159.6	219.9	242.5	238.1	14,124,018	8,775,892	.4553
nonmetropolitan	523.1	166.8	1.6	25.3	111.3	62.5	48.5	76.4	95.6	108.3	5,270,367	2,489,419	.1586

40% MORE EXCLUSIVE READERS

DAILY - 44% MORE: 99,900 MORE EXCLUSIVE READERS THAN THE S.A. LIGHT*
SUNDAY - 40% MORE: 103,700 MORE EXCLUSIVE READERS THAN THE S.A. LIGHT*

DAILY CIRCULATION
188,377
(LEAD OTHER PAPER BY 21,655)

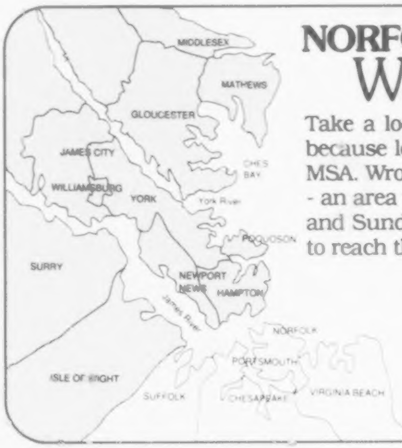
SUNDAY CIRCULATION
280,048
(LEAD OTHER PAPER BY 46,780)

San Antonio Express-News

SOURCE A.B.C. FAS-FAX, MARCH 31, 1991 - INTERNATIONAL DEMOGRAPHICS, INC., OCT./NOV., 1990.

S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	Population by Age Group (Thous.) 2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES Total Retail Sales ($000)	BUYING POWER INDEX
VERMONT													
BURLINGTON-PLATTSBURGH	**660.1**	**241.8**	**9.0**	**7.3**	**96.0**	**52.1**	**76.5**	**113.8**	**144.2**	**157.2**	**8,102,970**	**4,826,411**	**.2486**
metropolitan	138.7	51.1	.9	1.2	18.8	9.8	21.9	26.4	30.8	26.6	2,126,575	1,203,789	.0614
nonmetropolitan	521.4	190.7	8.1	6.1	77.2	42.3	54.6	87.4	113.4	130.6	5,976,395	3,622,622	.1872
VIRGINIA													
CHARLOTTESVILLE	**109.4**	**40.9**	**15.6**	**1.3**	**13.4**	**6.6**	**19.7**	**20.4**	**22.0**	**24.2**	**1,524,398**	**1,082,481**	**.0484**
metropolitan	109.4	40.9	15.6	1.3	13.4	6.6	19.7	20.4	22.0	24.2	1,524,398	1,082,481	.0484
HARRISONBURG	**238.9**	**87.8**	**10.8**	**1.8**	**30.5**	**18.0**	**30.7**	**37.3**	**49.9**	**66.2**	**2,683,895**	**1,536,174**	**.0826**
nonmetropolitan	236.9	87.8	10.8	1.8	30.5	18.0	30.7	37.3	49.9	66.2	2,683,895	1,536,174	.0826



NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
What You See Is Not What You Get

Take a look at this map of Greater Hampton Roads, the Nation's 33rd largest market, because looks can be deceiving. You might think that one newspaper reaches the entire MSA. Wrong! Only the Daily Press reaches the upper half (we call it the Virginia Peninsula - an area with an adult population of over 360,000) with 75% coverage of all adults daily and Sunday. Norfolk's newspapers reach less than 1% in our upper half. So if you want to reach the entire MSA, you need to buy the Daily Press.

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Hampton Roads' Newspaper
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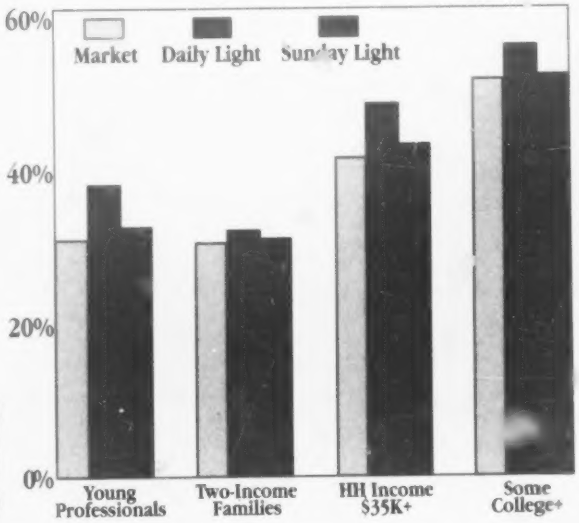
Circle No. 135 on Reader Service Card

WE MATCH THE MARKET!



San Antonio Light readership equals or exceeds the San Antonio market as a whole among young professionals, two-income families, households with incomes over $35K, and those with at least some college education. That's why advertising in The Light produces consistent results!

San Antonio Light
We're Your Paper.

SOURCE: Target S.A., Spring 1991

Circle No. 134 on Reader Service Card

VA. (cont.)

S&MM ESTIMATES: 12/31/90	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
STATE S&MM/ARBITRON MEDIA MARKET (ADI)	Total Pop. (Thous.)	Households (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**BUYING POWER INDEX**
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	**1,681.2**	**600.7**	**501.8**	**35.4**	**255.9**	**130.0**	**216.5**	**322.0**	**336.6**	**361.7**	**20,991,289**	**11,893,556**	**.6315**
metropolitan	1,419.4	502.2	407.0	33.4	218.5	108.8	193.4	281.2	284.0	282.4	18,355,870	10,395,293	.5479
nonmetropolitan	261.8	98.5	94.8	2.0	37.4	21.2	23.1	40.8	52.6	79.3	2,635,419	1,498,263	.0836
RICHMOND	**1,149.7**	**435.0**	**346.7**	**10.9**	**159.5**	**87.7**	**117.0**	**200.8**	**256.2**	**294.2**	**16,174,281**	**8,361,294**	**.4615**
metropolitan	898.6	344.0	259.2	9.6	125.6	67.6	92.9	163.9	205.9	215.3	13,576,952	7,138,401	.3841
nonmetropolitan	251.1	91.0	87.5	1.3	33.9	20.1	24.1	36.9	50.3	78.9	2,597,329	1,222,893	.0774
ROANOKE-LYNCHBURG	**1,019.2**	**391.3**	**156.4**	**5.7**	**125.2**	**78.1**	**123.1**	**154.1**	**214.8**	**297.8**	**12,319,204**	**6,874,442**	**.3714**
metropolitan	475.5	184.9	92.4	2.8	60.0	36.3	49.2	73.8	102.2	141.3	5,989,853	3,917,876	.1887
nonmetropolitan	543.7	206.4	64.0	2.9	65.2	41.8	73.9	80.3	112.6	156.5	6,329,351	2,956,566	.1827
WASHINGTON													
SEATTLE-TACOMA	**3,586.6**	**1,396.2**	**140.1**	**113.5**	**526.5**	**266.9**	**351.6**	**649.3**	**830.4**	**849.0**	**55,303,946**	**28,108,631**	**1.5428**
metropolitan	3,089.7	1,202.8	136.9	93.4	451.3	226.9	311.9	577.7	725.5	698.1	49,139,958	25,026,974	1.3639
nonmetropolitan	496.9	193.4	3.2	20.1	75.2	40.0	39.7	71.6	104.9	150.9	6,163,988	3,081,657	.1789
SPOKANE	**831.3**	**318.9**	**7.1**	**30.3**	**128.4**	**72.4**	**86.4**	**124.9**	**176.1**	**218.3**	**9,784,737**	**5,491,068**	**.2973**
metropolitan	362.2	142.0	5.2	7.1	55.0	29.9	37.6	58.8	77.5	92.1	4,298,036	2,989,839	.1399
nonmetropolitan	469.1	176.9	1.9	23.2	73.4	42.5	48.8	66.1	98.6	126.2	5,486,701	2,501,229	.1574

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The Seattle Times and Seattle Post-Intelligencer

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WASH. (cont.)

S&MM ESTIMATES: 12/31/90

STATE S&MM/ARBITRON MEDIA MARKET (ADI)	POPULATION										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thous.)								
	Total Pop. (Thous.)	House-holds (Thous.)	Black Pop. (Thous.)	Hispanic Pop. (Thous.)	2-11 Years	12-17 Years	18-24 Years	25-34 Years	35-49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	BUYING POWER INDEX
YAKIMA-PASCO-RICHLAND-KENNEWICK	**476.2**	**171.5**	**6.6**	**78.9**	**80.4**	**43.6**	**47.9**	**73.0**	**97.1**	**117.9**	**5,666,731**	**3,113,731**	**.1706**
metropolitan	340.3	120.9	5.3	67.2	60.3	32.4	31.2	53.1	69.7	81.2	4,132,150	2,270,096	.1239
nonmetropolitan	136.0	50.6	1.3	11.7	20.1	11.2	16.7	19.9	27.4	36.7	1,534,571	843,635	.0467
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	**362.2**	**137.8**	**21.0**	**1.5**	**48.7**	**36.5**	**31.8**	**50.2**	**77.4**	**109.7**	**3,496,970**	**2,035,134**	**.1129**
nonmetropolitan	362.2	137.8	21.0	1.5	48.7	36.5	31.8	50.2	77.4	109.7	3,496,970	2,035,134	.1129
CHARLESTON-HUNTINGTON	**1,249.3**	**468.8**	**29.4**	**4.4**	**174.9**	**117.8**	**128.0**	**187.0**	**261.0**	**348.9**	**12,924,699**	**7,066,045**	**.4020**
metropolitan	559.9	218.8	20.7	2.3	73.7	48.9	52.7	83.0	120.2	167.5	6,490,821	3,752,700	.1999
nonmetropolitan	689.4	250.0	8.7	2.1	101.2	68.9	75.3	104.0	140.8	181.4	6,433,878	3,313,345	.2021
CLARKSBURG-WESTON	**279.1**	**106.6**	**3.5**	**1.7**	**37.3**	**24.7**	**26.9**	**38.9**	**56.9**	**87.8**	**2,674,377**	**1,557,186**	**.0865**
nonmetropolitan	279.1	106.6	3.5	1.7	37.3	24.7	26.9	38.9	56.9	87.8	2,674,377	1,557,186	.0865
PARKERSBURG	**148.4**	**57.5**	**1.6**	**.5**	**20.5**	**13.0**	**13.3**	**22.2**	**32.2**	**43.3**	**1,729,846**	**1,073,448**	**.0544**
metropolitan	148.4	57.5	1.6	.5	20.5	13.0	13.3	22.2	32.2	43.3	1,729,846	1,073,448	.0544
WHEELING-STEUBENVILLE	**374.3**	**144.8**	**8.9**	**1.3**	**49.7**	**32.4**	**32.7**	**51.2**	**77.0**	**122.2**	**4,243,200**	**2,122,120**	**.1256**
metropolitan	264.1	103.3	7.8	1.0	33.6	22.2	23.6	35.5	54.5	88.5	3,087,823	1,611,150	.0918
nonmetropolitan	110.2	41.5	1.1	.3	16.1	10.2	9.1	15.7	22.5	33.7	1,155,377	510,970	.0338
WISCONSIN													
GREEN BAY-APPLETON	**1,023.5**	**381.0**	**2.7**	**7.5**	**158.3**	**87.3**	**96.4**	**167.6**	**207.4**	**275.7**	**12,639,354**	**7,220,659**	**.3819**
metropolitan	513.7	189.3	2.0	3.9	79.9	42.5	55.8	91.8	106.5	120.7	6,803,776	4,248,546	.2085
nonmetropolitan	509.8	191.7	.7	3.6	78.4	44.8	40.6	75.8	100.9	155.0	5,835,578	2,972,113	.1734
LA CROSSE-EAU CLAIRE	**473.6**	**175.0**	**1.3**	**2.6**	**72.2**	**39.4**	**56.3**	**70.9**	**92.0**	**128.7**	**5,480,[illegible]41**	**3,117,715**	**.1681**
metropolitan	236.6	87.5	.7	1.3	35.2	18.6	33.8	36.8	46.7	58.4	2,92[illegible],263	1,920,896	.0927
nonmetropolitan	237.0	87.5	.6	1.3	37.0	20.8	22.5	34.1	45.3	70.3	2,555,078	1,196,819	.0754
MADISON	**698.8**	**267.4**	**18.2**	**8.7**	**100.6**	**53.0**	**85.6**	**124.2**	**148.8**	**165.6**	**9,612,860**	**6,156,546**	**.2953**
metropolitan	509.7	196.3	17.8	7.7	70.9	36.6	70.9	95.3	110.9	109.6	7,456,600	4,393,773	.2202
nonmetropolitan	189.1	71.1	.4	1.0	29.7	16.4	14.7	28.9	37.9	56.0	2,156,260	1,762,773	.0751
MILWAUKEE	**2,065.9**	**768.1**	**228.0**	**73.5**	**313.7**	**169.1**	**205.0**	**353.9**	**427.2**	**531.1**	**31,365,070**	**15,240,718**	**.8662**
metropolitan	1,845.6	689.3	226.2	69.3	281.3	151.0	180.5	319.1	382.6	471.4	28,591,706	13,986,606	.7879
nonmetropolitan	220.3	78.8	1.8	4.2	32.4	18.1	24.5	34.8	44.6	59.7	2,773,364	1,254,112	.0783
WAUSAU-RHINELANDER	**438.3**	**161.8**	**1.1**	**2.4**	**67.8**	**38.4**	**40.3**	**67.2**	**86.3**	**125.6**	**5,141,382**	**3,058,971**	**.1590**
metropolitan	115.9	41.7	.1	.5	18.7	10.5	10.5	19.0	24.4	29.2	1,410,335	829,767	.0431
nonmetropolitan	322.4	120.1	1.0	1.9	49.1	27.9	29.8	48.2	61.9	96.4	3,731,047	2,229,204	.1159
WYOMING													
CASPER-RIVERTON	**108.7**	**41.0**	**.5**	**4.2**	**19.1**	**10.4**	**8.3**	**16.9**	**23.9**	**26.7**	**1,346,007**	**697,427**	**.0395**
metropolitan	60.2	23.4	.5	2.2	10.3	5.5	4.9	9.9	13.3	14.4	809,444	460,287	.0239
nonmetropolitan	48.5	17.6	.0	2.0	8.8	4.9	3.4	7.0	10.6	12.3	536,563	237,140	.0156
CHEYENNE-SCOTTSBLUFF (STERLING)	**109.1**	**42.2**	**2.4**	**12.6**	**17.4**	**9.7**	**9.8**	**17.8**	**23.2**	**27.6**	**1,238,999**	**804,418**	**.0398**
metropolitan	73.3	28.2	2.3	7.3	11.7	6.3	7.2	12.8	16.0	16.7	830,863	531,612	.0266
nonmetropolitan	35.8	14.0	.1	5.3	5.7	3.4	2.6	5.0	7.2	10.9	408,136	272,806	.0132
TOTAL UNITED STATES ADIs	**249,137.4**	**92,184.6**	**30,905.4**	**22,882.5**	**36,27[illegible]**	**20,127.9**	**26,327.0**	**42,732.5**	**52,276.2**	**63,637.8**	**3,473,663,243**	**1,791,310,331**	**99.2256**

SECTION III:

1995 METRO MARKET PROJECTIONS

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Regional and State Summaries for 1995 Projections

S&MM ESTIMATES

REGION State	POPULATION 12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	EFFECTIVE BUYING INCOME 1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	1995	RETAIL SALES 1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	1995	BUYING POWER INDEX 1990	1995
NEW ENGLAND	**13,285.7**	**13,760.8**	**3.6**	**5,161.5**	**3.8**	**286,950,934**	**32.5**	**43,553**	**55,594**	**131,643,105**	**16.9**	**22,634**	**25,505**	**6.0233**	**5.7104**
Connecticut	3,301.1	3,390.7	2.7	1,274.5	3.1	79,288,768	31.7	48,726	62,212	31,953,763	15.2	22,435	25,072	1.5841	1.4914
Maine	1,238.3	1,297.8	4.8	496.6	5.8	22,022,598	37.4	34,145	44,347	12,709,448	22.2	22,149	25,593	.5006	.4890
Massachusetts	6,042.2	6,199.1	2.6	2,312.3	2.4	130,986,844	30.2	44,562	56,648	58,465,504	15.2	22,488	25,285	2.7616	2.5802
New Hampshire	1,127.2	1,233.8	9.5	458.5	9.7	25,156,937	40.3	42,911	54,868	14,638,272	23.4	28,373	31,926	.5431	.5413
Rhode Island	1,008.9	1,040.8	3.2	392.9	3.4	19,561,762	34.2	38,358	49,788	8,776,453	19.8	19,276	22,338	.4102	.3948
Vermont	568.0	598.6	5.4	226.7	6.6	9,934,025	37.1	34,092	43,820	5,099,665	13.0	21,223	22,495	.2237	.2137
MIDDLE ATLANTIC	**37,746.7**	**38,648.6**	**2.4**	**14,284.2**	**2.1**	**775,767,660**	**29.4**	**42,855**	**54,309**	**338,588,167**	**25.0**	**19,371**	**23,704**	**16.0703**	**15.2320**
New Jersey	7,768.8	8,006.1	3.1	2,883.5	2.6	192,506,791	32.2	51,819	66,762	74,964,853	18.2	22,579	25,998	3.7525	3.5714
New York	18,065.5	18,547.1	2.7	6,778.7	1.7	365,371,759	27.3	43,047	53,900	162,170,168	30.3	18,667	23,923	7.6084	7.2810
Pennsylvania	11,912.4	12,095.4	1.5	4,622.0	2.5	217,889,110	30.7	36,985	47,142	101,453,146	22.2	18,413	21,950	4.7094	4.4796
EAST NORTH CENTRAL	**42,105.4**	**42,802.0**	**1.7**	**15,941.9**	**2.0**	**763,632,974**	**32.6**	**36,831**	**47,901**	**401,526,935**	**34.7**	**19,069**	**25,187**	**16.5314**	**16.3040**
Illinois	11,449.1	11,606.1	1.4	4,249.5	1.0	226,259,834	31.3	40,946	53,244	118,428,627	41.9	19,840	27,869	4.7604	4.7424
Indiana	5,556.7	5,641.4	1.5	2,109.6	1.9	91,745,517	34.5	32,950	43,490	46,943,419	24.9	18,153	22,252	2.0413	1.9805
Michigan	9,323.1	9,515.8	2.1	3,519.3	2.6	167,658,676	33.3	36,668	47,640	89,576,642	32.1	19,765	25,453	3.6654	3.6062
Ohio	10,864.4	10,996.7	1.2	4,171.3	1.9	188,544,463	32.0	34,892	45,200	92,880,953	26.9	17,880	22,267	4.1227	3.9801
Wisconsin	4,912.1	5,042.0	2.6	1,892.2	3.4	89,424,484	34.2	36,405	47,260	53,697,294	49.0	19,691	28,378	1.9416	1.9948
WEST NORTH CENTRAL	**17,731.5**	**18,193.9**	**2.6**	**6,983.2**	**3.5**	**316,794,630**	**34.3**	**34,956**	**45,365**	**174,905,262**	**40.8**	**18,419**	**25,047**	**6.8458**	**6.9011**
Iowa	2,770.3	2,746.0	–.9	1,061.9	.0	46,542,495	32.2	33,163	43,829	28,416,290	51.0	17,724	26,760	1.0364	1.0533
Kansas	2,491.1	2,577.5	3.5	988.8	4.1	46,671,757	34.2	36,633	47,200	24,035,641	44.3	17,540	24,308	.9721	.9873
Minnesota	4,412.0	4,629.7	4.9	1,759.5	5.9	83,605,573	37.2	36,679	47,517	47,404,735	42.3	20,050	26,942	1.7759	1.8238
Missouri	5,145.1	5,309.0	3.2	2,050.9	4.1	90,723,644	33.2	34,544	44,236	46,353,818	28.6	18,281	22,602	1.9812	1.9372
Nebraska	1,579.4	1,594.2	.9	613.9	1.9	27,766,938	34.1	34,359	45,230	14,751,030	43.0	17,113	24,028	.5929	.5976
North Dakota	636.2	629.5	–1.1	241.3	.6	10,392,439	33.6	32,444	43,069	6,796,546	52.1	18,630	28,166	.2361	.2421
South Dakota	697.4	708.0	1.5	266.9	2.9	11,091,784	33.8	31,955	41,558	7,147,202	53.7	17,921	26,779	.2512	.2598
SOUTH ATLANTIC	**44,186.1**	**47,656.5**	**7.9**	**18,187.4**	**8.6**	**837,613,632**	**39.6**	**35,834**	**46,055**	**403,905,815**	**24.0**	**19,454**	**22,208**	**17.5057**	**17.4820**
Delaware	673.2	714.9	6.2	267.4	6.9	13,172,360	36.3	38,613	49,261	7,797,929	29.1	24,145	29,162	.2919	.2904
District of Columbia	604.2	591.3	–2.1	243.0	–2.2	13,499,462	26.6	42,939	55,553	4,731,586	24.0	15,360	19,472	.2639	.2462
Florida	13,218.8	14,726.0	11.4	5,875.1	11.9	266,065,086	44.2	35,141	45,287	132,903,474	26.2	20,056	22,621	5.4385	5.5792
Georgia	6,586.6	7,171.5	8.9	2,635.1	9.4	116,392,801	39.2	34,722	44,170	56,371,781	20.6	19,417	21,393	2.4956	2.4741
Maryland	4,843.7	5,208.9	7.5	1,909.1	7.7	106,736,218	33.6	45,102	55,909	41,095,368	11.6	20,790	21,526	2.1395	2.0329
North Carolina	6,693.1	7,076.8	5.7	2,727.2	7.3	112,321,360	39.2	31,725	41,186	54,682,894	19.5	17,995	20,051	2.4459	2.4028
South Carolina	3,521.1	3,728.5	5.9	1,364.5	7.3	55,942,463	40.5	31,316	40,999	31,910,048	34.3	18,685	23,386	1.2440	1.2704
Virginia	6,265.1	6,718.0	7.2	2,497.3	7.6	127,832,872	38.2	39,861	51,188	61,179,690	28.9	20,459	24,498	2.6093	2.6201
West Virginia	1,780.3	1,720.6	–3.4	668.7	–2.2	25,651,010	36.6	27,469	38,360	13,233,045	31.5	14,718	19,789	.5771	.5659
EAST SOUTH CENTRAL	**15,225.0**	**15,542.7**	**2.1**	**5,852.7**	**3.2**	**236,806,683**	**38.8**	**30,092**	**40,461**	**127,082,550**	**31.7**	**17,010**	**21,713**	**5.2534**	**5.2603**
Alabama	4,056.1	4,154.5	2.4	1,566.9	3.6	61,363,829	36.9	29,633	39,163	36,310,385	37.7	17,435	23,173	1.4017	1.4149
Kentucky	3,687.3	3,707.7	.6	1,401.7	1.5	57,252,477	38.[illegible]	29,865	40,845	34,549,556	44.8	17,283	24,648	1.2793	1.3157
Mississippi	2,575.3	2,597.1	.8	928.3	1.8	35,391,287	39.7	27,776	38,125	18,242,112	32.2	15,131	19,651	.7964	.7975
Tennessee	4,906.3	5,083.4	3.6	1,955.8	4.9	82,799,090	39.8	31,764	42,335	37,980,497	17.1	17,384	19,419	1.7760	1.7322
WEST SOUTH CENTRAL	**26,875.3**	**28,028.7**	**4.3**	**10,141.3**	**4.2**	**447,919,524**	**39.6**	**32,977**	**44,168**	**277,080,204**	**49.9**	**18,998**	**27,322**	**9.7957**	**10.3036**
Arkansas	2,358.0	2,403.7	1.9	917.6	2.6	35,020,615	36.1	28,779	38,165	23,675,424	53.9	17,205	25,801	.8111	.8469
Louisiana	4,206.7	4,163.0	–1.0	1,487.7	–.4	64,572,723	38.4	31,232	43,404	48,123,459	67.2	19,260	32,348	1.4799	1.5966
Oklahoma	3,143.0	3,149.5	.2	1,210.0	.4	46,663,210	36.0	28,472	38,565	31,825,564	57.4	16,780	26,302	1.0765	1.1278
Texas	17,167.6	18,312.5	6.7	6,526.0	6.4	301,662,976	40.9	34,899	46,225	173,455,757	44.0	19,631	26,579	6.4282	6.7323
MOUNTAIN	**13,834.0**	**14,893.6**	**7.7**	**5,536.0**	**8.5**	**243,209,899**	**43.5**	**33,234**	**43,932**	**132,285,918**	**40.5**	**18,465**	**23,896**	**5.0886**	**5.3434**
Arizona	3,740.0	4,187.8	12.0	1,583.7	13.3	66,440,798	44.8	32,822	41,953	35,638,982	36.4	16,703	22,504	1.3875	1.4625
Colorado	3,321.1	3,496.5	5.3	1,377.2	6.5	66,378,994	42.9	35,927	48,199	34,435,393	41.2	18,864	25,004	1.3332	1.3944
Idaho	1,009.4	1,030.8	2.1	370.6	2.4	16,229,461	39.0	32,260	43,792	7,829,886	30.4	16,591	21,128	.3470	.3469
Montana	797.2	793.3	–.5	308.6	1.1	12,169,781	36.2	29,286	39,435	8,142,018	52.7	17,478	26,384	.2799	.2901
Nevada	1,244.1	1,447.4	16.3	560.4	16.0	25,758,337	51.3	35,246	45,964	13,424,800	39.4	19,938	23,956	.5023	.5487
New Mexico	1,534.8	1,656.6	7.9	598.4	8.8	23,002,084	40.5	29,756	38,439	12,668,397	35.1	17,044	21,170	.5119	.5261
Utah	1,738.8	1,848.8	6.3	573.5	5.7	25,618,210	44.0	32,792	44,670	16,202,3[illegible]1	53.1	19,501	28,252	.5687	.6125
Wyoming	448.6	432.4	–3.6	163.6	–2.1	7,612,234	41.3	32,238	46,530	3,944,081	44.7	16,314	24,108	.1581	.1622
PACIFIC	**39,822.3**	**43,769.3**	**9.9**	**15,218.4**	**7.5**	**835,877,786**	**36.8**	**43,159**	**54,925**	**419,514,183**	**39.3**	**21,204**	**27,566**	**16.8858**	**17.3632**
Alaska	554.5	589.1	6.2	204.2	7.3	12,352,883	43.7	45,160	60,494	7,372,034	57.9	24,533	36,102	.2446	.2568
California	30,353.0	33,680.4	11.0	11,413.4	7.7	650,068,244	36.1	45,101	56,957	305,919,086	35.9	21,245	26,804	12.9833	13.2226
Hawaii	1,120.1	1,196.6	6.8	393.6	9.3	23,772,668	39.0	47,522	60,398	18,061,829	61.2	31,121	45,889	.5198	.5666
Oregon	2,863.5	2,989.7	4.4	1,160.6	4.4	30,752,243	41.6	32,232	43,729	32,672,381	45.7	20,159	28,151	1.1126	1.1692
Washington	4,931.2	5,313.5	7.8	2,046.6	7.8	98,931,748	38.3	37,692	48,340	55,488,853	50.9	19,370	27,113	2.0255	2.1380
TOTAL UNITED STATES	**250,812.0**	**263,296.1**	**5.0**	**97,306.6**	**4.9**	**4,744,573,722**	**35.6**	**37,735**	**48,759**	**2,406,532,139**	**33.2**	**19,488**	**24,731**	**100.0000**	**100.0000**

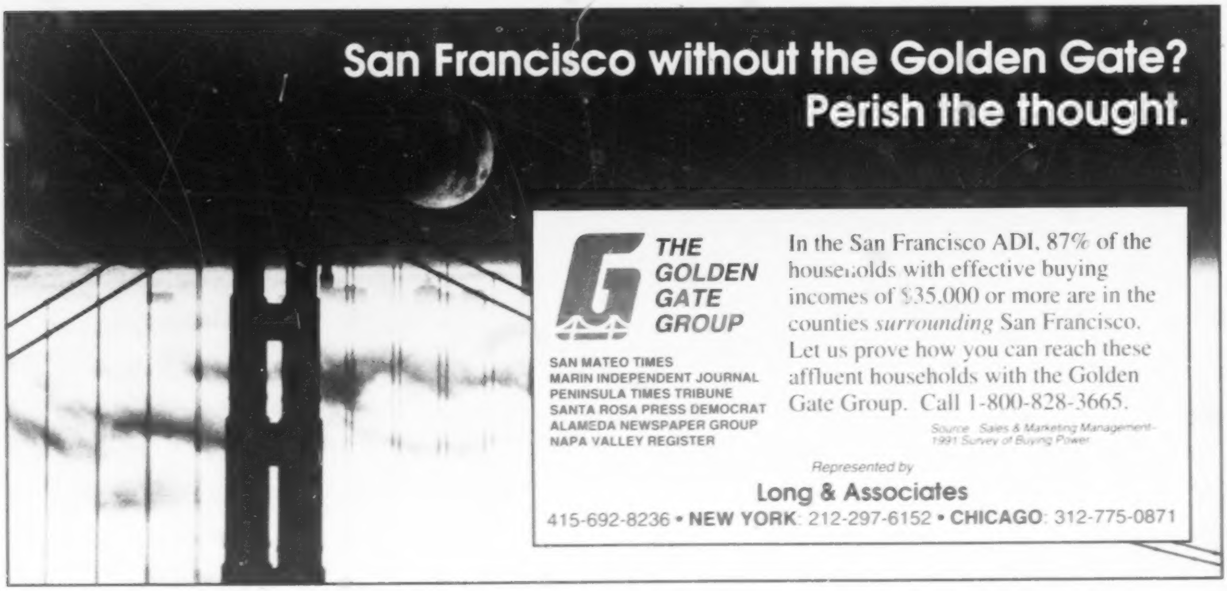
1995 Projections

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	EFFECTIVE BUYING INCOME 1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	RETAIL SALES 1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BUYING POWER INDEX 1990	BUYING POWER INDEX 1995
ALABAMA															
ANNISTON	**116.2**	**117.2**	**.9**	**43.7**	**1.6**	**1,570,598**	**28.7**	**28,389**	**35,940**	**1,038,287**	**38.1**	**17,484**	**23,759**	**.0391**	**.0383**
Calhoun	116.2	117.2	.9	43.7	1.6	1,570,598	28.7	28,389	35,940	1,038,287	38.1	17,484	23,759	.0391	.0383
BIRMINGHAM	**911.0**	**931.5**	**2.3**	**358.2**	**3.3**	**15,031,330**	**35.2**	**32,085**	**41,964**	**9,246,758**	**36.7**	**19,517**	**25,815**	**.3439**	**.3445**
Blount	39.4	40.3	2.3	15.1	2.7	383,686	21.2	21,536	25,410	199,385	40.8	9,635	13,204	.0100	.0095
Jefferson	651.4	652.0	.1	255.0	1.4	11,210,869	34.1	33,247	43,964	7,733,065	38.4	22,224	30,326	.2640	.2640
St. Clair	50.8	55.5	9.3	19.7	9.4	615,270	31.8	25,925	31,232	228,514	25.8	10,093	11,600	.0139	.0137
Shelby	101.7	115.8	13.9	42.5	15.2	1,945,931	50.0	35,146	45,787	462,511	19.8	10,462	10,883	.0330	.0350
Walker	67.7	67.9	.3	25.9	1.2	875,574	28.3	26,654	33,806	623,283	33.1	18,293	24,065	.0230	.0223
DECATUR	**101.1**	**107.2**	**6.0**	**41.0**	**7.3**	**1,440,660**	**31.5**	**28,673**	**35,138**	**1,023,472**	**35.2**	**19,819**	**24,963**	**.0363**	**.0360**
Morgan	101.1	107.2	6.0	41.0	7.3	1,440,660	31.5	28,673	35,138	1,023,472	35.2	19,819	24,963	.0363	.0360
DOTHAN	**131.9**	**137.5**	**4.2**	**51.4**	**5.3**	**1,873,908**	**34.2**	**28,606**	**36,457**	**1,463,329**	**40.0**	**21,420**	**28,469**	**.0478**	**.0485**
Dale	49.9	51.7	3.6	18.4	4.0	695,883	34.6	29,208	37,820	221,913	23.2	10,176	12,060	.0143	.0141
Houston	82.0	85.8	4.6	33.0	6.1	1,178,025	34.0	28,263	35,698	1,241,416	43.5	27,819	37,619	.0335	.0344
FLORENCE	**131.1**	**130.3**	**–.6**	**51.3**	**.8**	**1,854,153**	**26.1**	**28,894**	**36,143**	**1,227,345**	**36.6**	**17,653**	**23,925**	**.0464**	**.0447**
Colbert	51.5	50.5	–1.9	19.9	–.5	646,128	19.1	27,132	32,469	445,862	29.0	17,275	22,405	.0176	.0162
Lauderdale	79.6	79.8	.3	31.4	1.6	1,208,025	30.2	30,035	38,472	781,483	41.3	17,897	24,888	.0288	.0285
GADSDEN	**99.7**	**99.1**	**–.6**	**38.7**	**.3**	**1,149,375**	**18.0**	**25,235**	**29,700**	**838,165**	**28.4**	**16,913**	**21,658**	**.0326**	**.0300**
Etowah	99.7	99.1	–.6	38.7	.3	1,149,375	18.0	25,235	29,700	838,165	28.4	16,913	21,658	.0326	.0300
HUNTSVILLE	**242.7**	**265.3**	**9.3**	**103.3**	**11.4**	**6,033,743**	**60.5**	**40,552**	**58,410**	**2,887,005**	**49.2**	**20,877**	**27,948**	**.1052**	**.1197**
Madison	242.7	265.3	9.3	103.3	11.4	6,033,743	60.5	40,552	58,410	2,887,005	49.2	20,877	27,948	.1052	.1197
MOBILE	**479.4**	**495.8**	**3.4**	**182.9**	**4.6**	**7,825,197**	**40.8**	**31,766**	**42,784**	**4,549,889**	**39.3**	**18,816**	**24,876**	**.1722**	**.1769**
Baldwin	99.7	108.1	8.4	41.4	10.1	1,728,142	47.6	31,130	41,743	847,670	36.2	16,549	20,475	.0350	.0370
Mobile	379.7	387.7	2.1	141.5	3.1	6,097,055	39.0	31,940	43,089	3,702,219	38.7	19,437	26,164	.1372	.1399
MONTGOMERY	**294.6**	**307.8**	**4.5**	**112.1**	**5.5**	**4,870,441**	**40.5**	**32,603**	**43,447**	**3,346,484**	**53.5**	**20,510**	**29,853**	**.1093**	**.1165**
Autauga	34.5	36.4	5.5	12.7	6.7	558,031	43.4	32,694	43,939	360,888	69.1	17,938	28,416	.0119	.0132
Elmore	49.9	53.9	8.0	18.3	8.9	691,649	38.9	29,631	37,795	257,653	43.9	10,659	14,079	.0140	.0146
Montgomery	210.2	217.5	3.5	81.1	4.5	3,620,761	40.4	33,232	44,646	2,727,943	52.6	23,037	33,637	.0834	.0887
TUSCALOOSA	**151.6**	**157.7**	**4.0**	**58.2**	**4.3**	**2,117,647**	**34.2**	**28,285**	**36,386**	**1,381,432**	**30.0**	**19,041**	**23,736**	**.0522**	**.0515**
Tuscaloosa	151.6	157.7	4.0	58.2	4.3	2,117,647	34.2	28,285	36,386	1,381,432	30.0	19,041	23,736	.0522	.0515
TOTAL METRO COUNTIES	**2,706.3**	**2,797.1**	**3.4**	**1,058.8**	**4.5**	**44,376,310**	**38.3**	**31,659**	**41,912**	**27,232,450**	**39.6**	**19,249**	**25,720**	**.9978**	**1.0194**
TOTAL STATE	**4,056.1**	**4,154.5**	**2.4**	**1,566.9**	**3.6**	**61,363,829**	**36.9**	**29,633**	**39,163**	**36,310,385**	**37.7**	**17,435**	**23,173**	**1.4017**	**1.4149**
ALASKA															
ANCHORAGE	**226.8**	**233.7**	**3.0**	**85.6**	**3.3**	**5,138,155**	**35.0**	**45,913**	**60,025**	**3,961,682**	**59.5**	**29,963**	**46,281**	**.1137**	**.1213**
Anchorage	226.8	233.7	3.0	85.6	3.3	5,138,155	35.0	45,913	60,025	3,961,682	59.5	29,963	46,281	.1137	.1213
TOTAL METRO COUNTIES	**226.8**	**233.7**	**3.0**	**85.6**	**3.3**	**5,138,155**	**35.0**	**45,913**	**60,025**	**3,961,682**	**59.5**	**29,963**	**46,281**	**.1137**	**.1213**
TOTAL STATE	**554.5**	**589.1**	**6.2**	**204.2**	**7.3**	**12,352,883**	**43.7**	**45,160**	**60,494**	**7,372,034**	**57.9**	**24,533**	**36,102**	**.2446**	**.2668**
ARIZONA															
PHOENIX	**2,169.7**	**2,455.2**	**13.2**	**945.1**	**14.4**	**45,434,851**	**50.6**	**36,535**	**48,074**	**23,168,729**	**39.1**	**20,160**	**24,515**	**.8806**	**.9541**
Maricopa	2,169.7	2,455.2	13.2	945.1	14.4	45,434,851	50.6	36,535	48,074	23,168,729	39.1	20,160	24,515	.8806	.9541
TUCSON	**677.9**	**743.4**	**9.7**	**297.0**	**11.6**	**10,080,991**	**31.2**	**28,864**	**33,943**	**6,179,965**	**33.8**	**17,346**	**20,808**	**.2404**	**.2397**
Pima	677.9	743.4	9.7	297.0	11.6	10,080,991	31.2	28,864	33,943	6,179,965	33.8	17,346	20,808	.2404	.2397
YUMA	**108.9**	**121.7**	**11.8**	**40.7**	**11.5**	**1,244,184**	**37.2**	**24,846**	**30,570**	**852,168**	**23.3**	**18,941**	**20,938**	**.0332**	**.0329**
Yuma	108.9	121.7	11.8	40.7	11.5	1,244,184	37.2	24,846	30,570	852,168	23.3	18,941	20,938	.0332	.0329
TOTAL METRO COUNTIES	**2,956.5**	**3,320.3**	**12.3**	**1,282.8**	**13.7**	**56,760,026**	**46.4**	**34,348**	**44,247**	**30,200,862**	**37.5**	**19,457**	**23,543**	**1.1542**	**1.2267**
TOTAL STATE	**3,740.0**	**4,187.8**	**12.0**	**1,583.7**	**13.3**	**66,440,798**	**44.8**	**32,822**	**41,953**	**35,638,982**	**36.4**	**18,703**	**22,504**	**1.3875**	**1.4625**
ARKANSAS															
FAYETTEVILLE-SPRINGDALE	**114.6**	**121.5**	**6.0**	**46.8**	**6.6**	**1,927,810**	**43.2**	**30,664**	**41,193**	**1,519,622**	**52.0**	**22,774**	**32,471**	**.0451**	**.0484**
Washington	114.6	121.5	6.0	46.8	6.6	1,927,810	43.2	30,664	41,193	1,519,622	52.0	22,774	32,471	.0451	.0484
FORT SMITH	**177.3**	**186.0**	**4.9**	**71.0**	**5.3**	**2,599,319**	**35.9**	**28,382**	**36,610**	**2,107,315**	**61.2**	**19,397**	**29,680**	**.0632**	**.0677**
Crawford	43.1	46.8	8.6	16.9	9.0	586,466	39.5	27,129	34,702	342,964	70.6	12,972	20,294	.0127	.0140
Sebastian	100.1	103.3	3.2	40.9	3.5	1,700,311	35.5	31,778	41,572	1,526,053	59.5	24,219	37,312	.0419	.0448
Sequoyah, Okla.	*34.1*	*35.9*	*5.3*	*13.2*	*6.5*	*312,542*	*31.7*	*19,133*	*23,677*	*238,298*	*59.2*	*12,071*	*18,053*	*.0086*	*.0089*
LITTLE ROCK-NORTH LITTLE ROCK	**516.1**	**535.0**	**3.7**	**204.9**	**4.2**	**9,785,133**	**41.5**	**35,175**	**47,756**	**6,565,257**	**58.3**	**21,097**	**32,041**	**.2087**	**.2256**
Faulkner	61.2	67.8	10.8	24.2	11.0	1,133,576	56.5	33,236	46,842	553,235	57.6	16,106	22,861	.0210	.0240
Lonoke	39.7	42.0	5.8	14.9	6.4	467,732	27.2	26,264	31,391	238,666	53.5	11,107	16,018	.0110	.0112
Pulaski	350.1	354.8	1.3	140.4	2.2	7,298,397	42.2	37,361	51,983	5,440,425	61.0	24,591	38,749	.1573	.1717
Saline	65.1	70.4	8.1	25.4	8.5	885,428	28.4	29,471	34,839	332,931	27.0	11,207	13,108	.0194	.0187
PINE BLUFF	**85.4**	**85.0**	**–.5**	**30.0**	**.0**	**1,077,462**	**26.7**	**28,340**	**35,915**	**849,262**	**51.3**	**18,716**	**28,309**	**.0283**	**.0285**
Jefferson	85.4	85.0	–.5	30.0	.0	1,077,462	26.7	28,340	35,915	849,262	51.3	18,716	28,309	.0283	.0285
TEXARKANA	**120.4**	**122.1**	**1.4**	**45.7**	**1.6**	**1,750,367**	**34.3**	**28,961**	**38,301**	**1,271,076**	**42.2**	**19,869**	**27,813**	**.0430**	**.0436**
Miller	38.5	39.0	1.3	14.5	1.4	638,522	43.9	31,032	44,036	324,715	46.5	15,503	22,394	.0130	.0137
Bowie, Tex.	*81.9*	*83.1*	*1.5*	*31.2*	*1.6*	*1,111,845*	*29.4*	*27,997*	*35,636*	*946,361*	*40.7*	*21,903*	*30,332*	*.0300*	*.0299*
TOTAL METRO COUNTIES	**947.9**	**982.1**	**3.6**	**371.7**	**4.1**	**16,264,353**	**39.4**	**32,685**	**43,757**	**11,699,813**	**56.1**	**20,996**	**31,476**	**.3668**	**.3917**
TOTAL STATE	**2,358.8**	**2,403.7**	**1.9**	**917.6**	**2.6**	**35,020,615**	**36.1**	**28,779**	**38,165**	**23,675,424**	**53.9**	**17,205**	**25,801**	**.8111**	**.8469**

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
CALIFORNIA															
ANAHEIM–SANTA ANA	2,451.1	2,702.0	10.2	893.2	6.2	59,220,877	34.7	52,247	66,302	29,014,163	30.9	26,352	32,483	1.1915	1.1911
Orange	2,451.1	2,702.0	10.2	893.2	6.2	59,220,877	34.7	52,247	66,302	29,014,163	30.9	26,352	32,483	1.1915	1.1911
BAKERSFIELD	558.9	646.2	15.6	213.1	14.1	10,336,381	42.5	38,824	48,505	4,558,545	35.0	18,072	21,392	.2043	.2149
Kern	558.9	646.2	15.6	213.1	14.1	10,336,381	42.5	38,824	48,505	4,558,545	35.0	18,072	21,392	.2043	.2149
CHICO	185.3	202.8	9.4	79.5	8.9	2,731,364	28.5	29,122	34,357	1,518,495	34.0	15,521	19,101	.0640	.0632
Butte	185.3	202.8	9.4	79.5	8.9	2,731,364	28.5	29,122	34,357	1,518,495	34.0	15,521	19,101	.0640	.0632
FRESNO	682.9	775.6	13.6	252.4	11.6	12,039,630	39.0	38,286	47,701	6,081,036	37.8	19,509	24,093	.2516	.2616
Fresno	682.9	775.6	13.6	252.4	11.6	12,039,630	39.0	38,286	47,701	6,081,036	37.8	19,509	24,093	.2516	.2616
LOS ANGELES–LONG BEACH	8,967.9	9,654.9	7.7	3,103.2	2.6	180,994,455	30.9	45,688	58,325	94,661,700	41.0	22,190	30,505	3.8050	3.8208
Los Angeles	8,967.9	9,654.9	7.7	3,103.2	2.6	180,994,455	30.9	45,688	58,325	94,661,700	41.0	22,190	30,505	3.8050	3.8208
LOS ANGELES–ANAHEIM–RIVERSIDE CONSOLIDATED AREA	*14,823.7*	*16,425.0*	*10.8*	*5,320.9*	*6.4*	*310,189,473*	*34.9*	*45,961*	*58,296*	*153,192,208*	*37.4*	*22,285*	*28,791*	*6.3173*	*6.4262*
MERCED	181.8	203.7	12.0	61.6	9.2	2,368,942	29.0	32,556	38,457	1,157,492	36.4	15,043	18,790	.0548	.0549
Merced	181.8	203.7	12.0	61.6	9.2	2,368,942	29.0	32,556	38,457	1,157,492	36.4	15,043	18,790	.0548	.0549
MODESTO	384.4	452.5	17.7	150.2	15.4	6,427,283	37.4	35,920	42,791	3,251,631	29.1	19,349	21,649	.1394	.1426
Stanislaus	384.4	452.5	17.7	150.2	15.4	6,427,283	37.4	35,920	42,791	3,251,631	29.1	19,349	21,649	.1394	.1426
OAKLAND	2,111.7	2,284.3	8.2	840.6	6.3	52,265,671	36.2	48,502	62,177	21,911,809	35.2	20,484	26,067	.9854	.9975
Alameda	1,291.7	1,369.8	6.0	501.8	3.6	28,061,085	31.4	44,087	55,921	13,752,309	36.5	20,805	27,406	.5754	.5712
Contra Costa	820.0	914.5	11.5	338.8	10.5	24,204,586	[illegible]	55,481	71,442	8,159,500	33.3	19,978	24,084	.4100	.4263
OXNARD–VENTURA	680.7	752.7	10.6	237.1	7.2	15,290,934	37.1	50,426	64,491	7,561,248	40.2	24,381	31,891	.3031	.3125
Ventura	680.7	752.7	10.6	237.1	7.2	15,290,934	37.1	50,426	64,491	7,561,248	40.2	24,381	31,891	.3031	.3125
REDDING	151.6	175.3	15.6	67.3	16.6	2,554,619	37.9	32,104	37,959	1,374,289	24.1	19,188	20,420	.0569	.0575
Shasta	151.6	175.3	15.6	67.3	16.6	2,554,619	37.9	32,104	37,959	1,374,289	24.1	19,188	20,420	.0569	.0575
RIVERSIDE–SAN BERNARDINO	2,724.0	3,315.4	21.7	1,087.4	19.0	54,683,207	49.6	39,993	50,288	21,955,097	31.0	18,348	20,190	1.0177	1.1018
Riverside	1,242.1	1,537.1	23.8	516.0	20.7	26,307,186	52.9	40,250	50,983	9,215,116	21.5	17,745	17,859	.4707	.5088
San Bernardino	1,481.9	1,778.3	20.0	571.4	17.5	28,376,021	46.7	39,767	49,661	12,739,981	38.8	18,878	22,296	.5470	.5930
SACRAMENTO	1,523.3	1,752.6	15.1	653.9	14.2	34,790,966	44.7	41,969	53,205	15,462,885	34.7	20,045	23,647	.6556	.6929
El Dorado	129.9	150.7	16.0	55.8	15.5	2,777,927	43.3	40,145	49,784	977,573	25.9	16,079	17,519	.0510	.0530
Placer	179.3	210.7	17.5	78.2	17.4	4,374,033	48.8	44,140	55,934	1,938,234	25.9	23,113	24,786	.0818	.0863
Sacramento	1,070.6	1,233.4	15.2	463.7	14.2	24,931,859	45.3	42,273	53,767	11,464,220	37.6	20,517	24,723	.4689	.4995
Yolo	143.5	157.8	10.0	56.2	8.3	2,707,147	35.5	38,507	48,170	1,082,858	29.5	16,106	19,268	.0539	.0541
SALINAS–SEASIDE–MONTEREY	363.1	409.0	12.6	126.9	9.9	7,111,700	38.8	44,367	56,042	3,194,282	34.7	20,532	25,172	.1417	.1458
Monterey	363.1	409.0	12.6	126.9	9.9	7,111,700	38.8	44,367	56,042	3,194,282	34.7	20,532	25,172	.1417	.1458
SAN DIEGO	2,562.9	2,947.3	15.0	1,026.0	12.5	59,098,150	43.5	45,163	57,601	26,509,110	38.0	21,068	25,837	1.1115	1.1772
San Diego	2,562.9	2,947.3	15.0	1,026.0	12.5	59,098,150	43.5	45,163	57,601	26,509,110	38.0	21,068	25,837	1.1115	1.1772
SAN FRANCISCO	1,611.7	1,660.0	3.0	648.7	.5	44,002,670	30.0	52,420	67,832	21,024,138	37.8	23,636	32,410	.8654	.8517
Marin	231.0	236.9	2.6	97.9	2.6	7,719,493	31.8	61,377	78,851	3,178,268	34.1	24,838	32,464	.1415	.1388
San Francisco	724.3	725.9	.2	297.0	–2.6	19,390,941	28.3	49,447	65,289	9,337,029	37.8	22,158	31,438	.3862	.3758
San Mateo	656.4	697.2	6.2	253.8	3.8	16,892,236	31.2	52,642	66,557	8,508,841	39.1	25,014	33,526	.3377	.3371



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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BPI BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
SAN FRANCISCO–OAKLAND–SAN JOSE CONSOLIDATED AREA	*6,334.1*	*6,805.0*	*7.4*	*2,475.0*	*4.9*	*159,472,991*	*34.0*	*50,419*	*64,434*	*69,498,778*	*34.2*	*21,946*	*28,080*	*3.0650*	*3.0636*
SAN JOSE	**1,512.9**	**1,612.3**	**6.6**	**540.4**	**2.8**	**39,215,000**	**32.4**	**56,328**	**72,567**	**15,678,101**	**25.4**	**23,777**	**29,012**	**.7511**	**.7312**
Santa Clara	1,512.9	1,612.3	6.6	540.4	2.8	39,215,000	32.4	56,328	72,567	15,678,101	25.4	23,777	29,012	.7511	.7312
SANTA BARBARA–SANTA MARIA–LOMPOC	**373.5**	**398.0**	**6.6**	**135.8**	**3.5**	**7,808,454**	**31.4**	**45,292**	**57,500**	**3,570,733**	**29.0**	**21,106**	**26,294**	**.1607**	**.1570**
Santa Barbara	373.5	398.0	6.6	135.8	3.5	7,808,454	31.4	45,292	57,500	3,570,733	29.0	21,106	26,294	.1607	.1570
SANTA CRUZ	**233.1**	**253.4**	**8.7**	**89.8**	**5.9**	**5,355,204**	**36.8**	**46,166**	**59,635**	**2,733,752**	**43.1**	**22,536**	**30,443**	**.1064**	**.1097**
Santa Cruz	233.1	253.4	8.7	89.8	5.9	5,355,204	36.8	46,166	59,635	2,733,752	43.1	22,536	30,443	.1064	.1097
SANTA ROSA–PETALUMA	**397.7**	**451.4**	**13.5**	**171.9**	**12.6**	**9,518,847**	**43.5**	**43,438**	**55,374**	**4,546,987**	**43.1**	**20,805**	**26,451**	**.1792**	**.1913**
Sonoma	397.7	451.4	13.5	171.9	12.6	9,518,847	43.5	43,438	55,374	4,546,987	43.1	20,805	26,451	.1792	.1913
STOCKTON	**490.6**	**550.6**	**12.2**	**175.1**	**8.4**	**7,968,844**	**33.1**	**37,038**	**45,510**	**4,029,702**	**35.6**	**18,389**	**23,014**	**.1740**	**.1761**
San Joaquin	490.6	550.6	12.2	175.1	8.4	7,968,844	33.1	37,038	45,510	4,029,702	35.6	18,389	23,014	.1740	.1761
VALLEJO–FAIRFIELD–NAPA	**467.0**	**543.6**	**16.4**	**183.6**	**14.5**	**9,115,599**	**37.5**	**41,344**	**49,649**	**3,603,991**	**31.2**	**17,121**	**19,630**	**.1775**	**.1822**
Napa	112.6	122.7	9.0	45.6	8.6	2,853,251	39.8	48,595	62,571	1,081,803	46.3	17,610	23,724	.0504	.0529
Solano	354.4	420.9	18.8	138.0	16.6	6,262,348	36.4	38,771	45,379	2,522,188	25.7	16,948	18,277	.1271	.1293
VISALIA–TULARE–PORTERVILLE	**318.7**	**359.7**	**12.9**	**110.5**	**10.5**	**4,107,388**	**30.4**	**31,493**	**37,171**	**1,978,277**	**22.2**	**16,184**	**17,903**	**.0973**	**.0953**
Tulare	318.7	359.7	12.9	110.5	10.5	4,107,388	30.4	31,493	37,171	1,978,277	22.2	16,184	17,903	.0973	.0953
YUBA CITY	**124.4**	**135.3**	**8.8**	**46.9**	**7.6**	**1,871,573**	**30.8**	**32,811**	**39,906**	**906,569**	**33.9**	**15,528**	**19,330**	**.0415**	**.0412**
Sutter	65.4	71.3	9.0	25.4	8.1	1,009,234	27.6	33,667	39,734	553,754	34.8	17,482	21,801	.0233	.0229
Yuba	59.0	64.0	8.5	21.5	7.0	862,339	34.9	31,809	40,109	352,815	32.6	13,242	16,410	.0182	.0183
TOTAL METRO COUNTIES	**29,059.2**	**32,238.6**	**10.9**	**10,895.1**	**7.6**	**628,877,758**	**36.1**	**45,626**	**57,721**	**296,284,032**	**36.1**	**21,499**	**27,194**	**12.5356**	**12.7700**
TOTAL STATE	**30,353.0**	**33,680.4**	**11.0**	**11,413.4**	**7.7**	**650,068,244**	**36.1**	**45,101**	**56,957**	**305,919,086**	**35.9**	**21,245**	**26,804**	**12.9633**	**13.2226**
COLORADO															
BOULDER–LONGMONT	**227.3**	**240.1**	**5.6**	**95.9**	**7.5**	**4,512,138**	**38.5**	**36,517**	**47,050**	**2,637,254**	**36.5**	**21,656**	**27,500**	**.0968**	**.0987**
Boulder	227.3	240.1	5.6	95.9	7.5	4,512,138	38.5	36,517	47,050	2,637,254	36.5	21,656	27,500	.0968	.0987
COLORADO SPRINGS	**405.0**	**454.0**	**12.1**	**169.8**	**13.1**	**7,771,089**	**52.9**	**33,871**	**45,766**	**4,134,882**	**46.7**	**18,777**	**24,351**	**.1517**	**.1679**
El Paso	405.0	454.0	12.1	169.8	13.1	7,771,089	52.9	33,871	45,766	4,134,882	46.7	18,777	24,351	.1517	.1679
DENVER	**1,633.3**	**1,702.0**	**4.2**	**688.5**	**5.4**	**38,262,861**	**45.3**	**40,340**	**55,574**	**18,909,139**	**45.5**	**19,905**	**27,464**	**.7225**	**.7683**
Adams	266.3	276.1	3.7	100.9	4.2	4,824,556	40.3	35,535	47,815	3,249,601	59.1	21,100	32,206	.1043	.1124
Arapahoe	396.8	430.6	8.5	173.8	10.8	10,669,313	50.3	45,264	61,388	5,747,832	46.2	25,071	33,072	.1984	.2168
Denver	464.8	451.6	−2.8	206.5	−1.5	9,480,162	34.9	33,523	45,909	5,334,785	46.1	17,425	25,834	.1981	.2007
Douglas	63.0	75.6	20.0	26.7	23.0	2,007,290	70.9	54,116	75,179	258,790	31.7	9,057	9,693	.0251	.0302
Jefferson	442.4	468.1	5.8	180.6	7.4	11,281,540	48.4	45,235	62,467	4,318,131	36.0	18,891	23,910	.1966	.2082
DENVER–BOULDER CONSOLIDATED AREA	*1,860.6*	*1,942.1*	*4.4*	*784.4*	*5.7*	*42,774,999*	*44.5*	*39,880*	*54,532*	*21,546,393*	*44.3*	*20,116*	*27,469*	*.8193*	*.8670*
FORT COLLINS–LOVELAND	**190.7**	**217.3**	**13.9**	**83.2**	**15.1**	**3,278,527**	**44.6**	**31,355**	**39,405**	**2,021,008**	**50.0**	**18,637**	**24,291**	**.0699**	**.0763**
Larimer	190.7	217.3	13.9	83.2	15.1	3,278,527	44.6	31,355	39,405	2,021,008	50.0	18,637	24,291	.0699	.0763
GREELEY	**132.3**	**136.3**	**3.0**	**49.2**	**3.1**	**1,835,818**	**31.5**	**29,274**	**37,313**	**994,032**	**47.3**	**14,150**	**20,204**	**.0416**	**.0421**
Weld	132.3	136.3	3.0	49.2	3.1	1,835,818	31.5	29,274	37,313	994,032	47.3	14,150	20,204	.0416	.0421
PUEBLO	**123.1**	**123.6**	**.4**	**47.7**	**1.3**	**1,568,658**	**22.8**	**27,111**	**32,886**	**1,038,060**	**32.6**	**16,627**	**21,762**	**.0410**	**.0389**
Pueblo	123.1	123.6	.4	47.7	1.3	1,568,658	22.8	27,111	32,886	1,038,060	32.6	16,627	21,762	.0410	.0389
TOTAL METRO COUNTIES	**2,711.7**	**2,873.3**	**6.0**	**1,134.3**	**7.1**	**57,229,091**	**44.4**	**37,402**	**50,453**	**29,734,375**	**44.7**	**19,401**	**26,214**	**1.1235**	**1.1922**
TOTAL STATE	**3,321.1**	**3,496.5**	**5.3**	**1,277.2**	**6.5**	**66,378,994**	**42.9**	**35,927**	**48,199**	**34,435,393**	**41.2**	**18,864**	**25,004**	**1.3332**	**1.3944**
CONNECTICUT															
BRIDGEPORT–STAMFORD–NORWALK–DANBURY	**827.1**	**827.5**	**.0**	**304.3**	**−.2**	**23,954,556**	**29.5**	**60,689**	**78,720**	**9,154,354**	**14.8**	**26,151**	**30,083**	**.4626**	**.4294**
Fairfield	827.1	827.5	.0	304.3	−.2	23,954,556	29.5	60,689	78,720	9,154,354	14.8	26,151	30,083	.4626	.4294
HARTFORD–NEW BRITAIN–MIDDLETOWN–BRISTOL	**1,130.7**	**1,173.7**	**3.8**	**445.2**	**4.4**	**25,871,369**	**32.1**	**45,935**	**58,112**	**10,867,664**	**16.0**	**21,977**	**24,411**	**.5255**	**.4973**
Hartford	856.0	882.2	3.1	338.2	3.6	19,528,327	31.0	45,673	57,742	8,666,838	16.0	22,896	25,626	.4053	.3808
Middlesex	144.6	152.9	5.7	58.9	6.7	3,584,022	37.5	47,235	60,849	1,356,452	13.7	21,616	23,030	.0686	.0663
Tolland	130.1	138.6	6.5	48.1	7.4	2,759,020	33.2	46,237	57,360	844,374	19.8	15,727	17,555	.0516	.0502
NEW HAVEN–WATERBURY–MERIDEN	**807.9**	**830.3**	**2.8**	**316.8**	**3.5**	**18,071,233**	**33.2**	**44,320**	**57,043**	**7,508,422**	**15.7**	**21,187**	**23,701**	**.3660**	**.3470**
New Haven	807.9	830.3	2.8	316.8	3.5	18,071,233	33.2	44,320	57,043	7,508,422	15.7	21,187	23,701	.3660	.3470
NEW LONDON–NORWICH	**256.2**	**264.9**	**3.4**	**97.4**	**3.9**	**5,071,087**	**29.5**	**41,794**	**52,065**	**2,170,245**	**11.2**	**20,835**	**22,282**	**.1089**	**.1007**
New London	256.2	264.9	3.4	97.4	3.9	5,071,087	29.5	41,794	52,065	2,170,245	11.2	20,835	22,282	.1089	.1007
TOTAL METRO COUNTIES	**3,021.9**	**3,096.4**	**2.5**	**1,163.7**	**2.9**	**72,968,245**	**31.3**	**49,130**	**62,704**	**29,700,685**	**15.2**	**22,793**	**25,523**	**1.4630**	**1.3744**
TOTAL STATE	**3,301.1**	**3,390.7**	**2.7**	**1,274.5**	**3.1**	**79,288,768**	**31.7**	**48,726**	**62,212**	**31,953,763**	**15.2**	**22,435**	**25,072**	**1.5841**	**1.4914**
DELAWARE															
WILMINGTON	**584.4**	**619.0**	**5.9**	**229.1**	**6.6**	**12,356,891**	**36.9**	**42,010**	**53,937**	**6,195,439**	**26.4**	**22,800**	**27,043**	**.2569**	**.2546**
New Castle	446.4	472.7	5.9	177.0	6.7	9,583,534	37.7	41,952	54,144	5,128,629	26.5	24,431	28,975	.2024	.2008
Cecil, Md.	*72.5*	*79.6*	*9.8*	*27.7*	*10.4*	*1,329,050*	*36.0*	*38,931*	*47,980*	*534,252*	*13.6*	*18,734*	*19,287*	*.0275*	*.0268*
Salem, N. J.	*65.5*	*66.7*	*1.8*	*24.4*	*2.1*	*1,444,307*	*32.4*	*45,646*	*59,193*	*532,558*	*41.5*	*15,748*	*21,826*	*.0270*	*.0270*
TOTAL METRO COUNTIES	**446.4**	**472.7**	**5.9**	**177.0**	**6.7**	**9,583,534**	**37.7**	**41,952**	**54,144**	**5,128,629**	**26.5**	**24,431**	**28,975**	**.2024**	**.2008**
TOTAL STATE	**673.2**	**714.9**	**6.2**	**267.4**	**6.9**	**13,172,360**	**36.3**	**38,613**	**49,261**	**7,797,929**	**29.1**	**24,145**	**29,162**	**.2919**	**.2904**

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
DISTRICT OF COLUMBIA															
WASHINGTON	**3,988.4**	**4,369.7**	**9.6**	**1,605.3**	**8.3**	**110,176,774**	**39.1**	**53,429**	**68,633**	**39,262,025**	**19.2**	**22,207**	**24,458**	**1.9964**	**1.9830**
District of Columbia	604.2	591.3	–2.1	243.0	–2.2	13,499,462	26.6	42,939	55,553	4,731,586	24.0	15,360	19,472	.2639	.2462
Calvert, Md.	53.0	61.6	16.2	20.3	16.0	1,135,333	43.6	45,173	55,928	239,456	15.0	11,897	11,796	.0189	.0196
Charles, Md.	103.6	118.7	14.6	38.8	14.8	2,026,946	36.3	43,994	52,241	710,901	10.8	18,983	18,322	.0403	.0392
Frederick, Md.	153.3	171.2	11.7	60.4	12.5	3,263,988	39.2	43,666	54,040	1,221,999	11.5	20,410	20,232	.0639	.0626
Montgomery, Md.	777.3	893.9	15.0	332.8	14.8	26,148,155	43.2	62,994	78,570	7,520,370	14.4	22,681	22,597	.4320	.4372
Prince George's, Md.	736.0	779.7	5.9	271.5	4.2	17,128,822	30.4	50,421	63,090	6,688,530	6.8	24,032	24,635	.3504	.3231
Alexandria city, Va.	111.4	113.1	1.5	53.4	.0	3,684,248	33.3	51,743	68,993	2,150,793	47.2	27,367	40,277	.0727	.0743
Arlington, Va.	171.3	174.5	1.9	78.4	–.4	5,192,432	31.0	50,378	66,230	1,829,229	32.8	17,496	23,332	.0932	.0907
Fairfax, Va.	838.4	956.3	14.1	338.0	12.8	28,063,873	49.1	62,839	83,029	8,973,404	25.3	23,895	26,549	.4547	.4801
Fairfax city, Va.	19.6	19.5	–.5	7.2	–2.7	626,433	32.3	63,991	87,005	1,040,543	23.3	114,086	144,520	.0224	.0211
Falls Church city, Va.	9.6	9.5	–1.0	4.1	–2.4	317,298	30.3	57,965	77,390	388,562	36.5	67,796	94,771	.0090	.0088
Loudoun, Va.	88.6	102.8	16.0	36.3	15.6	2,151,323	44.9	47,269	59,265	797,389	15.6	21,973	21,967	.0396	.0405
Manassas city, Va.	29.0	34.3	18.3	11.4	16.3	548,894	35.1	41,454	48,149	716,652	10.7	66,055	62,864	.0188	.0173
Manassas Park city, Va.	6.8	7.1	4.4	2.3	4.5	104,321	27.4	37,215	45,357	7,699	2.6	3,410	3,347	.0018	.0017
Prince William, Va.	223.0	262.0	17.5	83.9	16.4	4,993,228	46.2	47,379	59,514	1,850,564	19.4	21,491	22,057	.0922	.0955
Stafford, Va.	63.3	74.2	17.2	23.5	16.9	1,292,018	47.8	43,487	54,979	394,348	27.9	15,338	16,781	.0226	.0241
TOTAL METRO COUNTIES	**604.2**	**591.3**	**–2.1**	**243.0**	**–2.2**	**13,499,462**	**26.6**	**42,939**	**55,553**	**4,731,586**	**24.0**	**15,360**	**19,472**	**.2639**	**.2462**
TOTAL STATE	**604.2**	**591.3**	**–2.1**	**243.0**	**–2.2**	**13,499,462**	**26.6**	**42,939**	**55,553**	**4,731,586**	**24.0**	**15,360**	**19,472**	**.2639**	**.2462**
FLORIDA															
BRADENTON	**215.6**	**236.4**	**9.6**	**102.1**	**10.0**	**4,370,602**	**42.8**	**32,981**	**42,807**	**1,767,955**	**12.5**	**16,932**	**17,316**	**.0870**	**.0860**
Manatee	215.6	236.4	9.6	102.1	10.0	4,370,602	42.8	32,981	42,807	1,767,955	12.5	16,932	17,316	.0870	.0860
DAYTONA BEACH	**379.8**	**427.9**	**12.7**	**177.8**	**13.0**	**7,430,954**	**47.7**	**31,979**	**41,794**	**3,445,073**	**20.1**	**18,232**	**19,376**	**.1498**	**.1538**
Volusia	379.8	427.9	12.7	177.8	13.0	7,430,954	47.7	31,979	41,794	3,445,073	20.1	18,232	19,376	.1498	.1538

NAPLES

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RETAIL SALES	$21,904
FOOD SALES	$4,806
FURNITURE, FURNISHINGS & APPLIANCES	$2,080
EAT/DRINK SALES	$2,278

SOURCE: 1991 Sales & Marketing Management Survey of Buying Power

The only paper that delivers the Naples/Collier County market ...

DAILY 79.07% Coverage Of Occupied Households

SUNDAY 99.23% Coverage Of Occupied Households

SOURCE: Audit Bureau of Circulations FAS FAX Audit for six months ending 3/31/91. Percentages are combination of City Zone and Retail Trading Zone as defined by Audit Bureau of Circulations.

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1995 PROJECTIONS

FLA. (cont.)

S&MM ESTIMATES

METRO AREA County	**POPULATION** 12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	**EFFECTIVE BUYING INCOME** 1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	**RETAIL SALES** 1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	**BUYING POWER INDEX** 1990	**BUYING POWER INDEX** 1995
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH	**1,278.4**	**1,403.4**	**9.8**	**597.3**	**11.0**	**31,413,021**	**44.8**	**40,315**	**52,592**	**15,345,170**	**27.2**	**22,417**	**25,691**	**.6122**	**.6289**
Broward	1,278.4	1,403.4	9.8	597.3	11.0	31,413,021	44.8	40,315	52,592	15,345,170	27.2	22,417	25,691	.6122	.6289
FORT MYERS-CAPE CORAL	**345.2**	**397.7**	**15.2**	**167.5**	**16.0**	**7,869,743**	**51.0**	**36,082**	**46,984**	**3,709,769**	**19.5**	**21,491**	**22,148**	**.1534**	**.1594**
Lee	345.2	397.7	15.2	167.5	16.0	7,869,743	51.0	36,082	46,984	3,709,769	19.5	21,491	22,148	.1534	.1594
FORT PIERCE	**258.9**	**299.4**	**15.6**	**121.0**	**15.9**	**5,160,688**	**48.1**	**33,379**	**42,650**	**2,394,788**	**17.4**	**19,532**	**19,792**	**.1042**	**.1070**
Martin	103.9	119.5	15.0	51.4	16.0	2,301,913	47.0	35,353	44,784	1,135,937	17.1	21,898	22,100	.0468	.0476
St. Lucie	155.0	179.9	16.1	69.6	15.8	2,858,775	49.0	31,924	41,074	1,258,851	17.8	17,788	18,087	.0574	.0594
FORT WALTON BEACH	**146.9**	**165.5**	**12.7**	**62.4**	**14.5**	**2,802,930**	**47.5**	**34,862**	**44,919**	**1,622,772**	**44.3**	**20,631**	**26,006**	**.0575**	**.0624**
Okaloosa	146.9	165.5	12.7	62.4	14.5	2,802,930	47.5	34,862	44,919	1,622,772	44.3	20,631	26,006	.0575	.0624
GAINESVILLE	**206.6**	**221.6**	**7.3**	**87.2**	**9.7**	**3,553,657**	**41.6**	**31,557**	**40,753**	**2,020,546**	**28.1**	**19,835**	**23,171**	**.0786**	**.0794**
Alachua	183.9	197.8	7.6	79.5	10.1	3,300,489	42.7	32,029	41,516	1,862,874	27.5	20,242	23,432	.0721	.0730
Bradford	22.7	23.8	4.8	7.7	5.5	253,168	29.0	26,882	32,879	157,672	36.6	15,813	20,477	.0065	.0064

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TAMPA SET FOR A HEROES' WELCOME

Details on today's tribute for Gen. Schwarzkopf and his troop... 2A

SUNDAY

St. Petersburg Times

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HIGHLIGHTS

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Strike the Gold wins Derby

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S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	EFFECTIVE BUYING INCOME 1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	1995	RETAIL SALES 1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	1995	BUYING POWER INDEX 1990	1995
JACKSONVILLE	927.1	1,044.4	12.7	398.4	13.3	18,634,462	47.0	36,066	46,773	9,863,900	34.4	20,875	24,759	.3768	.3987
Clay	109.0	126.0	15.6	43.4	15.1	2,192,348	48.9	39,062	50,515	905,945	19.2	20,167	20,874	.0423	.0439
Duval	686.7	767.4	11.8	295.6	12.5	13,899,765	46.6	36,095	47,022	7,926,429	38.2	21,832	26,815	.2855	.3036
Nassau	45.0	51.3	14.0	19.0	14.5	644,654	34.6	28,845	33,929	322,124	23.2	15,756	16,954	.0148	.0147
St. Johns	86.4	99.7	15.4	40.4	17.1	1,897,695	52.6	36,045	46,973	709,402	22.2	16,830	17,559	.0342	.0365
LAKELAND–WINTER HAVEN	411.9	449.3	9.1	173.9	9.6	7,020,354	38.3	32,015	40,370	3,169,733	13.0	17,687	18,227	.1520	.1476
Polk	411.9	449.3	9.1	173.9	9.6	7,020,354	38.3	32,015	40,370	3,169,733	13.0	17,687	18,227	.1520	.1476
MELBOURNE–TITUSVILLE–PALM BAY	408.8	463.7	13.4	191.5	15.8	7,676,410	39.3	33,309	40,086	3,617,626	22.1	17,920	18,891	.1605	.1613
Brevard	408.8	463.7	13.4	191.5	15.8	7,676,410	39.3	33,309	40,086	3,617,626	22.1	17,920	18,891	.1605	.1613
MIAMI–HIALEAH	1,963.0	2,114.2	7.7	738.9	5.3	34,511,934	35.2	36,382	46,707	19,208,578	27.1	21,535	25,996	.7723	.7638
Dade	1,963.0	2,114.2	7.7	738.9	5.3	34,511,934	35.2	36,382	46,707	19,208,578	27.1	21,535	25,996	.7723	.7638
MIAMI–FORT LAUDERDALE CONSOLIDATED AREA	*3,241.4*	*3,517.6*	*8.5*	*1,336.2*	*7.8*	*65,924,955*	*39.6*	*38,089*	*49,338*	*34,553,748*	*27.1*	*21,918*	*25,860*	*1.3845*	*1.3927*
NAPLES	157.4	183.6	16.6	74.4	16.4	3,095,721	35.2	35,841	41,609	1,550,460	10.8	21,904	20,840	.0685	.0660
Collier	157.4	183.6	16.6	74.4	16.4	3,095,721	35.2	35,841	41,609	1,550,460	10.8	21,904	20,840	.0685	.0660
OCALA	200.5	230.6	15.0	93.7	16.4	3,111,411	43.0	27,024	33,206	1,617,223	14.8	17,493	17,260	.0705	.0705
Marion	200.5	230.6	15.0	93.7	16.4	3,111,411	43.0	27,024	33,206	1,617,223	14.8	17,493	17,260	.0705	.0705
ORLANDO	1,104.8	1,279.7	15.8	479.0	15.7	22,822,069	49.4	36,898	47,645	12,180,223	23.1	23,897	25,428	.4708	.4895
Orange	697.1	806.0	15.6	303.4	15.5	14,656,609	50.4	37,116	48,308	8,488,401	24.8	25,908	27,978	.3078	.3215
Osceola	111.8	131.6	17.7	47.0	15.5	1,522,730	38.3	27,051	32,399	1,059,051	22.2	21,298	22,533	.0391	.0392
Seminole	295.9	342.1	15.6	128.6	16.1	6,642,730	49.9	39,997	51,654	2,632,771	18.3	20,085	20,473	.1239	.1288
PANAMA CITY	129.2	142.3	10.1	55.6	11.6	1,737,035	31.8	26,456	31,242	1,379,877	26.6	21,881	24,818	.0473	.0463
Bay	129.2	142.3	10.1	55.6	11.6	1,737,035	31.8	26,456	31,242	1,379,877	26.6	21,881	24,818	.0473	.0463
PENSACOLA	348.8	375.3	7.6	142.0	9.1	6,243,831	41.1	33,988	43,971	3,374,903	40.7	18,429	23,767	.1309	.1363
Escambia	265.4	281.7	6.1	107.2	7.6	4,713,389	39.4	33,952	43,968	2,988,324	44.7	20,740	27,876	.1037	.1083
Santa Rosa	83.4	93.6	12.2	34.8	13.7	1,530,442	46.6	34,105	43,978	386,579	15.8	10,909	11,109	.0272	.0280
SARASOTA	282.7	307.5	8.8	139.9	9.5	6,236,385	40.7	34,693	44,577	3,411,903	19.1	22,420	24,388	.1334	.1316
Sarasota	282.7	307.5	8.8	139.9	9.5	6,236,385	40.7	34,693	44,577	3,411,903	19.1	22,420	24,388	.1334	.1316
TALLAHASSEE	237.3	259.3	9.3	99.1	10.4	4,346,934	42.3	34,012	43,864	2,113,163	21.4	19,377	21,324	.0914	.0919
Gadsden	41.3	42.5	2.9	14.2	5.2	398,899	24.0	23,835	28,091	264,569	46.3	13,397	18,632	.0108	.0107
Leon	196.0	216.8	10.6	84.9	11.3	3,948,035	44.5	35,812	46,502	1,848,594	18.6	20,435	21,774	.0806	.0812
TAMPA–ST. PETERSBURG–CLEARWATER	2,110.1	2,332.6	10.5	987.6	11.3	42,986,142	44.8	33,463	43,526	21,994,834	30.1	19,057	22,271	.8733	.9046
Hernando	105.7	125.3	18.5	52.6	19.0	1,873,495	53.1	27,695	35,618	613,355	21.0	11,471	11,661	.0343	.0369
Hillsborough	853.5	965.2	13.1	378.9	13.9	17,079,521	47.6	34,776	45,077	8,767,077	31.9	19,976	23,138	.3437	.3627
Pasco	287.5	319.9	11.3	140.6	12.9	5,145,530	46.5	28,208	36,597	2,283,671	25.3	14,638	16,242	.1034	.1071
Pinellas	863.4	922.2	6.8	415.5	7.6	18,887,596	41.1	34,687	45,458	10,330,731	30.2	20,557	24,863	.3919	.3979
WEST PALM BEACH–BOCA RATON–DELRAY BEACH	896.4	1,051.4	17.3	450.0	18.5	25,400,551	55.8	42,934	56,446	10,619,924	32.1	21,171	23,600	.4378	.4799
Palm Beach	896.4	1,051.4	17.3	450.0	18.5	25,400,551	55.8	42,934	56,446	10,619,924	32.1	21,171	23,600	.4378	.4799
TOTAL METRO COUNTIES	12,009.4	13,385.8	11.5	5,339.3	11.9	246,424,834	44.4	35,766	46,153	124,408,420	26.5	20,604	23,301	5.0282	5.1649
TOTAL STATE	13,218.8	14,726.0	11.4	5,875.1	11.9	266,065,086	44.2	35,141	45,287	132,903,474	26.2	20,056	22,621	5.4385	5.5792

GEORGIA

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	1995	BUYING POWER INDEX 1990	1995
ALBANY	112.3	111.8	–.4	39.4	.3	1,465,763	20.3	31,003	37,202	943,743	13.7	21,115	23,953	.0402	.0357
Dougherty	95.8	93.8	–2.1	33.6	–1.2	1,177,953	16.1	29,848	35,058	927,985	13.5	24,050	27,619	.0357	.0311
Lee	16.5	18.0	9.1	5.8	9.4	287,810	41.4	38,413	49,622	15,758	29.9	2,288	2,717	.0045	.0046
ATHENS	158.1	169.2	7.0	62.5	6.8	2,379,116	33.3	30,515	38,066	1,120,446	10.7	17,307	17,927	.0549	.0517
Clarke	88.3	92.7	5.0	35.0	4.5	1,365,181	30.6	31,208	39,005	845,336	7.8	23,411	24,152	.0350	.0320
Jackson	30.5	33.0	8.2	11.9	9.2	457,848	39.6	30,090	38,475	186,645	20.0	14,275	15,684	.0096	.0096
Madison	21.3	23.1	8.5	8.5	9.0	246,674	28.6	24,591	29,020	37,397	22.8	3,905	4,400	.0049	.0047
Oconee	18.0	20.4	13.3	7.1	12.7	309,413	40.7	34,895	43,579	51,068	21.1	6,694	7,193	.0054	.0054
ATLANTA	2,914.8	3,334.0	14.4	1,244.2	14.5	65,200,797	46.6	40,912	52,404	29,447,972	21.8	22,233	23,668	1.2695	1.3072
Barrow	30.4	34.2	12.5	12.2	11.9	419,403	35.9	28,305	34,377	182,461	9.6	15,272	14,956	.0096	.0092
Butts	15.6	16.9	8.3	5.2	8.3	234,499	38.8	35,193	45,096	159,081	57.4	21,059	30,593	.0052	.0058
Cherokee	95.0	116.0	22.1	40.1	21.5	1,671,690	49.0	34,007	41,688	378,414	19.7	9,579	9,437	.0288	.0311
Clayton	184.5	199.9	8.3	71.8	8.1	3,540,945	36.5	39,059	49,317	2,300,069	21.2	28,579	32,034	.0834	.0812
Cobb	464.9	549.2	18.1	210.9	18.5	13,691,762	55.8	49,409	64,921	5,405,353	22.8	24,742	25,630	.2358	.2534
Coweta	55.2	63.0	14.1	22.1	13.9	948,100	45.2	33,653	42,900	367,516	18.4	15,998	16,630	.0189	.0194
De Kalb	555.7	613.8	10.5	235.4	10.7	12,832,165	41.7	42,602	54,512	6,314,151	19.3	24,899	26,823	.2617	.2605
Douglas	72.8	82.5	13.3	28.2	13.3	1,326,736	41.5	37,658	47,047	709,737	35.0	21,110	25,168	.0280	.0292
Fayette	65.3	78.1	19.6	26.4	20.0	1,341,835	40.6	43,392	50,827	325,579	17.5	12,595	12,333	.0234	.0240
Forsyth	45.6	53.3	16.9	19.2	16.4	816,623	43.6	34,472	42,532	229,779	15.1	12,097	11,968	.0152	.0154
Fulton	662.8	741.8	11.9	294.2	11.9	14,649,968	45.4	38,315	49,796	7,464,244	23.5	22,983	25,371	.2972	.3038
Gwinnett	370.6	450.1	21.5	162.8	22.0	8,784,475	52.5	43,190	53,959	3,667,107	21.7	22,584	22,525	.1619	.1724
Henry	60.9	71.7	17.7	24.5	17.8	1,069,125	42.4	36,094	43,638	241,458	15.0	10,094	9,855	.0191	.0198
Newton	42.5	47.0	10.6	16.3	11.6	640,429	37.7	31,846	39,290	281,631	27.0	15,191	17,278	.0136	.0139
Paulding	43.0	50.5	17.4	17.1	15.5	639,616	42.9	30,250	37,404	220,995	14.5	13,045	12,924	.0130	.0133
Rockdale	55.8	64.8	16.1	22.0	16.4	1,146,362	48.5	40,856	52,107	594,109	26.6	24,823	27,005	.0233	.0244
Spalding	55.0	58.6	6.5	21.0	7.1	853,093	37.6	31,635	40,623	447,315	16.0	19,674	21,301	.0197	.0189
Walton	39.2	42.6	8.7	14.8	8.8	593,971	39.2	31,381	40,133	158,973	10.2	10,606	10,741	.0117	.0115

GA. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
AUGUSTA	[illegible]90.1	420.0	5.0	152.6	6.1	6,282,822	34.2	32,550	41,172	3,816,239	33.9	19,815	25,008	.1461	.1456
Columbia	68.1	79.2	16.3	26.3	16.9	1,244,970	47.2	37,595	47,837	429,942	33.9	14,269	16,348	.0228	.0246
McDuffie	20.3	21.1	3.9	7.7	5.5	217,093	24.1	23,957	28,194	194,038	33.1	19,976	25,200	.0065	.0063
Richmond	189.5	189.6	.1	69.6	1.5	2,812,012	26.9	32,295	40,402	2,085,331	25.4	24,245	29,962	.0744	.0700
Aiken, S. C.	*122.2*	*130.1*	*6.5*	*49.0*	*7.9*	*2,008,747*	*39.1*	*31,819*	*40,995*	*1,106,928*	*53.9*	*15,645*	*22,590*	*.0424*	*.0447*
COLUMBUS	244.5	253.5	3.7	90.8	4.6	3,431,491	29.5	30,524	37,792	2,202,304	29.7	19,556	24,254	.0856	.0828
Chattahoochee	16.7	15.9	-4.8	2.4	-14.3	214,870	9.8	69,905	89,529	6,024	58.2	1,360	2,510	.0043	.0036
Muscogee	180.8	189.9	5.0	70.4	6.0	2,607,363	29.9	30,226	37,036	1,965,996	28.9	22,979	27,926	.0685	.0664
Russell, Ala.	*47.0*	*47.7*	*1.5*	*18.0*	*2.3*	*609,258*	*36.4*	*25,384*	*33,848*	*230,284*	*37.2*	*9,538*	*12,794*	*.0128*	*.0128*
MACON–WARNER ROBINS	284.0	301.1	6.0	112.1	7.6	4,873,373	36.7	34,219	43,473	2,756,389	28.9	20,525	24,589	.1091	.1086
Bibb	151.3	158.8	5.0	60.6	6.7	2,546,270	36.7	32,793	42,018	1,795,296	30.1	24,304	29,625	.0616	.0613
Houston	90.3	96.9	7.3	35.7	8.8	1,618,147	35.4	36,432	45,326	733,061	22.3	18,273	20,534	.0342	.0335
Jones	21.0	22.5	7.1	8.1	9.5	392,806	41.0	37,649	48,495	32,734	15.5	3,831	4,041	.0061	.0062
Peach	21.4	22.9	7.0	7.7	6.9	316,150	37.8	31,862	41,058	195,298	49.6	18,135	25,363	.0072	.0076
SAVANNAH	244.6	257.3	5.2	96.2	6.2	4,247,578	36.8	34,281	44,154	2,285,579	21.1	20,825	23,759	.0952	.0928
Chatham	218.3	227.4	4.2	85.9	5.3	3,792,285	35.5	34,298	44,148	2,161,327	20.3	22,026	25,161	.0872	.0841
Effingham	26.3	29.9	13.7	10.3	14.4	455,293	48.3	34,123	44,203	124,252	39.0	9,935	12,063	.0080	.0087
TOTAL METRO COUNTIES	4,304.0	4,788.9	11.3	1,775.4	11.7	86,773,646	42.7	38,242	48,876	41,766,286	22.1	21,510	23,525	1.7809	1.7985
TOTAL STATE	6,586.6	7,171.5	8.9	2,635.1	9.4	116,392,801	39.2	34,722	44,170	56,371,781	20.6	19,417	21,393	2.4956	2.4741

HAWAII

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
HONOLULU	842.6	886.2	5.2	287.9	7.7	18,690,965	39.3	50,187	64,922	13,989,320	67.0	31,340	48,591	.3980	.4387
Honolulu	842.6	886.2	5.2	287.9	7.7	18,690,965	39.3	50,187	64,922	13,989,320	67.0	31,340	48,591	.3980	.4387
TOTAL METRO COUNTIES	842.6	886.2	5.2	287.9	7.7	18,690,965	39.3	50,187	64,922	13,989,320	67.0	31,340	48,591	.3980	.4387
TOTAL STATE	1,120.1	1,196.6	6.8	393.6	9.3	23,772,668	39.0	47,522	[illegible]	18,061,829	61.2	31,121	45,889	.5198	.5666

IDAHO

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
BOISE	208.1	222.2	6.8	83.7	6.8	4,081,800	43.5	36,292	48,767	2,062,569	39.4	18,876	24,642	.0818	.0856
Ada	208.1	222.2	6.8	83.7	6.8	4,081,800	43.5	36,292	48,767	2,062,569	39.4	18,876	24,642	.0818	.0856
TOTAL METRO COUNTIES	208.1	222.2	6.8	83.7	[illegible].8	4,081,800	43.5	36,292	48,767	2,062,569	39.4	18,876	24,642	.0818	.0856
TOTAL STATE	1,009.4	1,030.8	2.1	370.6	2.4	16,229,461	39.0	32,360	43,792	7,829,886	30.4	16,591	21,128	.3470	.3469

ILLINOIS

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
AURORA–ELGIN	363.4	402.2	10.7	134.2	9.4	7,389,998	38.0	43,643	55,067	4,351,021	59.7	22,198	32,422	.1508	.1628
Kane	323.7	360.5	1[illegible].4	120.2	10.0	6,725,490	39.9	43,997	55,952	4,174,903	60.5	23,792	34,733	.1378	.1504
Kendall	39.7	41.7	[illegible].0	14.0	4.5	664,508	21.7	[illegible],757	47,465	176,118	42.9	9,197	12,580	.0130	.0124
BLOOMINGTON–NORMAL	130.1	135.6	[illegible].2	49.1	4.0	2,688,299	37.1	[illegible]1,533	54,752	1,450,040	39.9	21,967	29,532	.0556	.0567
McLean	130.1	135.6	4.2	49.1	4.0	2,688,299	37.1	41,533	54,752	1,450,040	39.9	21,967	29,532	.0556	.0567
CHAMPAIGN–URBANA–RANTOUL	173.4	176.7	1.9	65.3	1.9	2,897,454	25.4	36,060	44,371	1,687,754	25.9	20,916	25,846	.0691	.0649
Champaign	173.4	176.7	1.9	65.3	1.9	2,897,454	25.4	36,060	44,371	1,687,754	25.9	20,916	25,846	.0691	.0649
CHICAGO	6,077.3	6,152.7	1.2	2,233.6	.4	130,417,954	33.2	44,019	58,389	69,078,097	45.2	21,382	30,927	2.6730	2.7028
Cook	5,096.8	5,078.3	-.4	1,851.8	-1.3	101,957,945	29.7	41,901	55,059	54,754,883	45.3	20,083	29,568	2.1553	2.1427
Du Page	794.2	869.8	9.5	311.7	9.8	24,481,995	49.2	57,809	78,543	12,864,417	46.5	30,925	41,272	.4435	.4844
McHenry	186.[illegible]	204.6	9.8	70.1	9.5	3,978,014	38.3	44,959	56,748	1,458,797	32.9	17,153	20,810	.0742	.0757
CHICAGO–GARY–LAKE COUNTY CONSOLIDATED AREA	*8,091.8*	*8,282.8*	*2.4*	*2,963.3*	*1.6*	*171,921,995*	*34.0*	*43,981*	*58,017*	*87,609,245*	*42.7*	*21,045*	*29,565*	*3.4978*	*3.5333*
DAVENPORT–ROCK ISLAND–MOLINE	348.4	336.6	-3.4	132.5	-2.0	6,481,857	25.2	38,305	48,920	3,978,175	46.7	20,062	30,024	.1468	.1435
Henry	50.7	48.3	-4.7	18.6	-3.6	892,636	22.6	37,737	47,991	430,384	45.9	15,286	23,139	.0193	.0184
Rock Island	147.3	140.2	-4.8	57.0	-2.9	2,807,332	22.2	39,129	49,251	1,503,580	34.8	19,003	26,379	.0631	.0590
Scott, Iowa	*150.4*	*148.1*	*-1.5*	*56.9*	*-.5*	*2,781,889*	*29.2*	*37,650*	*48,891*	*2,044,211*	*57.0*	*22,761*	*35,926*	*.0644*	*.0661*
DECATUR	116.2	110.9	-4.6	43.9	-3.7	2,147,793	22.9	38,311	48,925	1,269,542	41.0	19,748	28,919	.0492	.0468
Macon	116.2	110.9	-4.6	43.9	-3.7	2,147,793	22.9	38,311	48,925	1,269,542	41.0	19,748	28,919	.0492	.0468
JOLIET	393.1	414.6	5.5	135.5	4.2	7,713,669	33.4	44,441	56,927	2,946,796	34.4	16,855	21,748	.1504	.1495
Grundy	32.6	33.9	4.0	12.6	4.1	723,234	38.0	43,302	57,400	274,250	48.3	15,281	21,766	.0132	.0136
Will	360.5	380.7	5.6	122.9	4.2	6,990,435	33.0	44,558	56,879	2,672,546	33.1	17,016	21,746	.1372	.1359
KANKAKEE	96.0	95.1	-.9	34.2	-.9	1,435,852	21.6	34,231	41,984	929,107	42.5	18,898	27,167	.0353	.0339
Kankakee	96.0	95.1	-.9	34.2	-.9	1,435,852	21.6	34,231	41,984	929,107	42.5	18,898	27,167	.0353	.0339
LAKE COUNTY	525.8	581.9	10.7	196.4	10.8	14,674,064	47.1	56,281	74,715	5,966,375	32.6	25,382	30,379	.2593	.2733
Lake	525.8	581.9	10.7	196.4	10.8	14,674,064	47.1	56,281	74,715	5,966,375	32.6	25,382	30,379	.2593	.2733
PEORIA	338.1	332.9	-1.5	128.2	-.6	6,928,547	28.9	41,683	54,045	3,600,463	42.7	19,556	28,085	.1455	.1433
Peoria	182.0	177.9	-2.3	69.5	-1.4	4,027,027	32.5	43,105	57,943	2,174,405	45.8	21,148	31,286	.0826	.0830
Tazewell	123.4	122.0	-1.1	47.1	.0	2,366,435	24.6	40,336	50,243	1,[illegible],608	38.9	18,571	25,788	.0515	.0495
Woodford	32.7	33.0	.9	11.6	1.8	535,085	22.1	38,450	46,128	211,450	34.6	13,778	18,228	.0114	.0108

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
ROCKFORD	[illegible]	288.2	1.4	110.1	2.1	5,256,097	27.6	38,222	47,739	2,867,046	35.2	19,677	26,040	.1168	.1130
Boone	[illegible]	32.2	3.9	11.4	3.6	440,333	22.0	32,799	38,626	243,072	39.2	15,877	21,322	.0105	.0101
Winnebago	253.2	256.0	1.1	98.7	2.0	4,815,764	28.1	38,839	48,792	2,623,973	34.8	20,109	26,585	.1063	.1029
SPRINGFIELD	[illegible]	193.0	1.6	78.3	2.4	3,121,484	21.2	33,662	39,866	2,131,193	38.4	20,129	27,218	.0774	.0740
Menard	[illegible]	[illegible]	-.9	4.2	.0	137,070	16.9	27,926	32,636	55,667	49.9	8,843	13,254	.0032	.0029
Sangamon	[illegible]	[illegible]	1.8	74.1	2.5	2,984,414	21.4	33,996	40,275	2,075,526	38.1	20,785	28,010	.0742	.0711
TOTAL METRO COUNTIES	[illegible]	[illegible]	2.0	3,505.3	1.5	197,190,253	32.8	[illegible]	56,255	103,208,560	42.8	20,928	29,444	4.0764	4.0987
TOTAL STATE	[illegible]	[illegible]	1.4	4,249.5	1.0	226,259,834	31.3	[illegible]	53,244	118,428,627	41.9	19,840	27,869	4.7604	4.7424

INDIANA

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
ANDERSON	130.1	127.4	-2.1	48.5	-2.2	1,984,620	26.1	31,721	40,920	1,002,539	18.8	17,021	20,671	.0469	.0430
Madison	130.1	127.4	-2.1	48.5	-2.2	1,984,620	26.1	31,721	40,920	1,002,539	18.8	17,021	20,671	.0469	.0430
BLOOMINGTON	109.6	113.6	3.6	40.6	2.5	1,945,812	46.2	33,617	47,926	803,175	15.2	17,609	19,783	.0393	.0391
Monroe	109.6	113.6	3.6	40.6	2.5	1,945,812	46.2	33,617	47,926	803,175	15.2	17,609	19,783	.0393	.0391
ELKHART-GOSHEN	157.6	166.6	5.7	60.4	5.6	2,600,777	38.0	32,940	43,059	1,452,959	21.4	20,923	24,056	.0595	.0583
Elkhart	157.6	166.6	5.7	60.4	5.6	2,600,777	38.0	32,940	43,059	1,452,959	21.4	20,923	24,056	.0595	.0583
EVANSVILLE	279.2	280.5	.5	110.4	1.5	4,986,329	36.9	33,465	45,166	2,651,083	30.8	18,628	24,013	.1080	.1070
Posey	25.9	25.7	-.8	9.5	.0	401,383	30.3	32,419	42,251	96,424	16.7	8,699	10,150	.0078	.0073
Vanderburgh	164.9	163.8	-.7	67.2	.7	3,173,447	39.8	34,031	47,224	1,924,085	30.4	22,121	28,632	.0702	.0700
Warrick	45.3	47.5	4.9	16.8	5.0	648,726	26.3	32,100	38,615	190,961	25.2	9,534	11,367	.0134	.0129
Henderson, Ky.	*43.1*	*43.5*	*.9*	*16.9*	*1.8*	*762,773*	*38.8*	*33,104*	*45,134*	*439,613*	*39.1*	*19,039*	*26,013*	*.0166*	*.0168*
FORT WAYNE	365.8	378.7	3.5	142.4	4.1	6,667,358	38.4	35,224	46,821	3,528,889	24.6	20,700	24,782	.1450	.1429
Allen	302.4	312.5	3.3	118.4	4.0	5,653,947	38.5	35,830	47,753	3,137,702	24.9	22,065	26,501	.1241	.1224
De Kalb	35.6	37.2	4.5	13.4	4.7	603,037	40.6	33,518	45,003	236,810	23.2	15,013	17,672	.0122	.0121
Whitley	27.8	29.0	4.3	10.6	5.0	410,374	33.0	30,546	38,715	154,377	22.1	12,519	14,564	.0087	.0084
GARY-HAMMOND	603.2	597.5	-.9	214.4	-.5	8,756,842	21.1	33,566	40,843	4,155,056	13.1	17,046	19,380	.2126	.1895
Lake	473.4	462.5	-2.3	167.1	-1.7	6,466,896	18.0	32,229	38,701	3,394,547	12.4	17,769	20,314	.1663	.1457
Porter	129.8	135.0	4.0	47.3	4.0	2,289,946	30.5	38,562	48,413	760,509	16.5	14,345	16,078	.0463	.0438
INDIANAPOLIS	1,258.1	1,309.3	4.1	506.5	4.8	25,095,645	42.5	36,452	49,547	13,380,283	29.1	21,449	26,417	.5239	.5310
Boone	38.4	40.1	4.4	14.7	5.0	687,076	[illegible]	36,082	46,740	270,280	31.5	14,681	18,386	.0136	.0137
Hamilton	111.7	127.5	14.1	45.9	15.3	2,768,303	[illegible]	[illegible]	60,312	787,647	23.7	15,998	17,160	.0452	.0486
Hancock	45.8	47.7	4.1	16.6	3.1	800,288	[illegible]	[illegible]	48,210	266,356	31.7	12,566	16,046	.0156	.0155
Hendricks	76.5	80.8	5.6	27.9	5.7	1,396,537	[illegible]	[illegible]	50,055	406,678	22.0	12,632	14,576	.0261	.0259
Johnson	[illegible]	[illegible]	5.6	33.7	6.3	1,674,523	[illegible]	[illegible]	49,689	825,598	21.2	21,484	24,498	.0353	.0352
Marion	800.2	[illegible]	2.6	332.8	3.8	16,278,893	43.1	35,482	48,915	10,290,860	31.3	24,434	30,922	.3564	.3623
Morgan	56.2	[illegible]	2.7	20.1	2.0	885,336	32.6	33,888	44,047	337,342	18.5	14,445	16,783	.0187	.0179
Shelby	40.3	[illegible]	.2	14.8	.0	604,689	29.0	31,675	40,857	195,522	6.0	12,467	13,211	.0130	.0119
KOKOMO	96.3	92.9	-3.5	36.3	-2.7	1,674,982	28.8	34,869	46,143	1,062,251	34.5	21,173	29,263	.0393	.0379
Howard	80.2	77.1	-3.9	30.4	-2.9	1,450,299	30.1	35,611	47,707	915,271	34.0	21,815	30,108	.0336	.0325
Tipton	16.1	15.8	-1.9	5.9	-1.7	224,683	20.8	31,000	38,082	146,980	37.4	17,825	24,912	.0057	.0054
LAFAYETTE-WEST LAFAYETTE	131.2	134.7	2.7	46.7	1.7	2,252,973	38.2	35,508	48,244	1,157,481	20.2	20,977	24,785	.0498	.0485
Tippecanoe	131.2	134.7	2.7	46.7	1.7	2,252,973	38.2	35,508	48,244	1,157,481	20.2	20,977	24,785	.0498	.0485
MUNCIE	119.3	117.2	-1.8	44.2	-1.8	1,755,809	26.8	30,779	39,724	858,104	12.5	16,952	19,414	.0419	.0381
Delaware	119.3	117.2	-1.8	44.2	-1.8	1,755,809	26.8	30,779	39,724	858,104	12.5	16,952	19,414	.0419	.0381
SOUTH BEND-MISHAWAKA	247.7	252.1	1.8	94.9	2.5	4,248,419	36.1	33,701	44,767	2,311,960	22.2	20,435	24,362	.0957	.0928
St. Joseph	247.7	252.1	1.8	94.9	2.5	4,248,419	36.1	33,701	44,767	2,311,960	22.2	20,435	24,362	.0957	.0928
TERRE HAUTE	130.3	[illegible]	-2.1	48.0	-2.0	2,091,686	34.2	31,800	43,577	1,965,669	35.2	29,663	40,951	.0568	.0562
Clay	24.7	24.8	.4	9.4	.0	375,327	36.5	29,250	39,928	138,877	21.7	12,145	14,774	.0078	.0075
Vigo	105.6	102.8	-2.7	38.6	-2.5	1,716,359	33.7	32,406	44,465	1,826,792	36.4	33,821	47,326	.0490	.0487
TOTAL METRO COUNTIES	3,807.2	3,882.4	2.0	[illegible]	2.5	66,647,434	35.9	34,391	45,611	35,644,390	24.7	20,053	24,408	1.4788	1.4420
TOTAL STATE	5,556.7	5,641.4	1.5	2,109.6	1.9	91,745,517	34.5	32,950	43,490	46,943,419	24.9	18,153	22,252	2.0413	1.9805

IOWA

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
CEDAR RAPIDS	169.3	173.1	2.2	67.2	2.3	3,585,787	39.7	39,081	53,360	2,254,121	56.9	21,871	33,543	.0741	.0791
Linn	169.3	173.1	2.2	67.2	2.3	3,585,787	39.7	39,081	53,360	2,254,121	56.9	21,871	33,543	.0741	.0791
DAVENPORT-ROCK ISLAND-MOLINE	348.4	336.6	-3.4	132.5	-2.0	6,481,857	25.2	38,305	48,920	3,978,175	46.7	20,062	30,024	.1468	.1435
Scott	150.4	148.1	-1.5	56.9	-.5	2,781,889	29.2	37,650	48,891	2,044,211	57.0	22,761	35,926	.0644	.0661
Henry, Ill.	*50.7*	*48.3*	*-4.7*	*18.6*	*-3.6*	*892,636*	*22.6*	*37,737*	*47,991*	*430,384*	*45.9*	*15,286*	*23,139*	*.0193*	*.0184*
Rock Island, Ill.	*147.3*	*140.2*	*-4.8*	*57.0*	*-2.9*	*2,807,332*	*22.2*	*39,129*	*49,251*	*1,503,580*	*34.8*	*19,003*	*26,379*	*.0631*	*.0590*
DES MOINES	396.0	415.1	4.8	162.0	4.9	8,176,689	41.5	37,439	50,473	5,623,026	62.2	22,452	34,710	.1718	.1878
Dallas	29.9	30.7	2.7	11.6	2.7	422,722	23.3	30,329	36,442	196,525	44.8	12,008	16,942	.0095	.0093
Polk	329.9	347.1	5.2	137.3	5.3	7,163,059	43.5	38,282	52,171	5,110,976	62.8	24,081	37,225	.1498	.1655
Warren	36.2	37.3	3.0	13.1	3.1	590,908	33.0	34,987	45,107	315,525	65.4	15,025	24,086	.0125	.0130
DUBUQUE	86.2	85.0	-1.4	30.6	-.3	1,278,960	23.9	33,616	41,796	1,047,370	49.2	22,870	34,228	.0333	.0330
Dubuque	86.2	85.0	-1.4	30.6	-.3	1,278,960	23.9	33,616	41,796	1,047,370	49.2	22,870	34,228	.0333	.0330

IOWA (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
IOW[illegible]	**96.9**	**102.0**	**5.3**	**37.9**	**4.1**	**1,969,942**	**44.9**	**37,343**	**51,977**	**958,299**	**40.5**	**18,743**	**25,285**	**.0386**	**.0404**
Johnson	96.9	102.0	5.3	37.9	4.1	1,969,942	44.9	37,343	51,977	958,299	40.5	18,743	25,285	.0386	.0404
SIOUX CITY	**115.0**	**115.3**	**.3**	**43.3**	**.9**	**1,742,330**	**29.7**	**31,226**	**40,239**	**1,306,292**	**48.3**	**20,526**	**30,168**	**.0431**	**.0435**
Woodbury	98.3	98.5	.2	37.2	.8	1,531,263	31.3	31,609	41,163	1,204,102	48.4	21,990	32,368	.0379	.0387
Dakota, Neb.	*16.7*	*16.8*	*.6*	*6.1*	*1.7*	*211,067*	*18.9*	*29,582*	*34,601*	*102,190*	*47.8*	*11,524*	*16,752*	*.0052*	*.0048*
WATERLOO–CEDAR FALLS	**145.4**	**139.1**	**–4.3**	**53.1**	**–3.1**	**2,975,989**	**35.9**	**39,957**	**56,045**	**1,477,783**	**41.8**	**19,011**	**27,830**	**.0602**	**.0603**
Black Hawk	122.8	117.4	–4.4	45.0	–3.2	2,540,566	35.6	40,295	56,457	1,315,786	40.8	20,096	29,240	.0521	.0521
Bremer	22.6	21.7	–4.0	8.1	–2.4	435,423	37.8	38,063	53,756	161,997	50.9	12,936	20,000	.0081	.0082
TOTAL METRO COUNTIES	**1,225.1**	**1,243.6**	**1.5**	**476.4**	**1.9**	**23,882,819**	**37.5**	**37,149**	**50,132**	**15,645,985**	**55.3**	**21,558**	**32,842**	**.5132**	**.5413**
TOTAL STATE	**2,770.3**	**2,746.0**	**–.9**	**1,061.9**	**.0**	**46,542,495**	**32.2**	**33,163**	**43,829**	**28,416,290**	**51.0**	**17,724**	**26,760**	**1.0364**	**1.0533**
KANSAS															
KANSAS CITY	**1,584.7**	**1,687.9**	**6.5**	**653.5**	**7.2**	**33,558,221**	**37.7**	**39,978**	**51,352**	**17,021,542**	**36.3**	**20,490**	**26,047**	**.6817**	**.6941**
Johnson	366.4	425.9	16.2	166.3	18.1	11,054,564	51.1	51,971	66,474	5,467,845	51.1	25,700	32,879	.1940	.2170
Leavenworth	65.4	71.3	9.0	22.3	10.9	1,274,440	48.7	42,628	57,150	424,804	48.6	14,220	19,050	.0222	.0241
Miami	23.8	25.4	6.7	9.1	7.1	357,683	27.3	33,064	39,306	158,934	42.9	13,087	17,465	.0077	.0078
Wyandotte	161.3	158.7	–1.6	60.4	–1.3	2,473,992	24.9	32,371	40,960	1,355,570	49.3	14,834	22,443	.0562	.0550
Cass, Mo.	*65.0*	*71.7*	*10.3*	*25.[illegible]*	*11.2*	*1,111,800*	*33.9*	*35,637*	*42,927*	*370,692*	*16.2*	*13,686*	*14,312*	*.0222*	*.0218*
Clay, Mo.	*155.1*	*165.0*	*6.4*	*63.9*	*7.2*	*3,212,379*	*33.6*	*40,331*	*50,272*	*1,831,797*	*32.6*	*23,180*	*28,667*	*.0696*	*.0692*
Jackson, Mo.	*635.2*	*648.8*	*2.1*	*259.5*	*2.4*	*12,314,915*	*32.2*	*36,748*	*47,456*	*6,[illegible]015*	*27.1*	*21,089*	*26,166*	*.2725*	*.2637*
Lafayette, Mo.	*31.3*	*32.1*	*2.6*	*12.2*	*3.4*	*413,473*	*19.7*	*29,265*	*33,891*	*14[illegible],358*	*20.8*	*9,985*	*11,669*	*.0094*	*.0086*
Platte, Mo.	*59.1*	*66.1*	*11.8*	*25.5*	*12.8*	*1,054,680*	*32.3*	*35,261*	*41,360*	*377,464*	*17.3*	*14,237*	*14,803*	*.0215*	*.0208*
Ray, Mo.	*22.1*	*22.9*	*3.6*	*8.4*	*3.7*	*290,295*	*22.1*	*29,343*	*34,559*	*102,063*	*29.0*	*9,766*	*12,150*	*.0064*	*.0061*
LAWRENCE	**82.9**	**89.4**	**7.8**	**33.0**	**7.8**	**1,551,603**	**41.9**	**35,729**	**47,018**	**601,306**	**23.0**	**15,973**	**18,221**	**.0303**	**.0306**
Douglas	82.9	89.4	7.8	33.0	7.8	1,551,603	41.9	35,729	47,018	601,306	23.0	15,[illegible]3	18,221	.0303	.0306
TOPEKA	**162.0**	**168.0**	**3.7**	**66.9**	**4.2**	**3,441,993**	**36.4**	**39,296**	**51,450**	**2,004,228**	**51.9**	**20,546**	**29,959**	**.0709**	**.0740**
Shawnee	162.0	168.0	3.7	66.9	4.2	3,441,993	36.4	39,296	51,450	2,004,228	51.9	20,546	29,959	.0709	.0740
WICHITA	**458.6**	**485.9**	**6.0**	**188.7**	**6.8**	**10,039,406**	**40.9**	**40,314**	**53,203**	**5,107,266**	**47.6**	**19,584**	**27,066**	**.1957**	**.2064**
Butler	51.2	54.7	6.8	20.1	7.5	706,281	26.1	29,959	35,138	294,119	35.1	11,641	14,633	.0156	.0153
Sedgwick	407.4	431.2	5.8	168.6	6.7	9,333,125	42.2	41,539	55,357	4,813,247	48.4	20,524	28,548	.1801	.1911
TOTAL METRO COUNTIES	**1,320.4**	**1,424.6**	**7.9**	**546.7**	**8.9**	**30,193,681**	**42.6**	**42,175**	**55,229**	**15,120,053**	**48.4**	**20,298**	**27,657**	**.5770**	**.6149**
TOTAL STATE	**2,491.1**	**2,577.5**	**3.5**	**988.8**	**4.1**	**[illegible]71,757**	**34.2**	**36,633**	**47,200**	**24,035,641**	**44.3**	**17,540**	**24,308**	**.9721**	**.9873**
KENTUCKY															
CLARKSVILLE–HOPKINSVILLE	**170.6**	**178.9**	**4.9**	**59.6**	**5.7**	**2,407,792**	**38.2**	**30,888**	**40,399**	**1,248,210**	**21.5**	**18,208**	**20,943**	**.0556**	**.0546**
Christian	68.7	67.7	–1.5	21.1	–1.9	923,983	34.8	31,879	43,791	480,367	31.1	17,046	22,76[illegible]	.0214	.0209
Montgomery, Tenn.	*101.9*	*111.2*	*9.1*	*38.5*	*10.3*	*1,483,809*	*40.4*	*30,277*	*38,540*	*767,843*	*16.3*	*18,924*	*19,[illegible]44*	*.0342*	*.0337*
HUNTINGTON–ASHLAND	**310.7**	**301.7**	**–2.9**	**116.3**	**–2.3**	**4,186,321**	**28.2**	**27,446**	**35,996**	**2,549,943**	**34.1**	**15,977**	**21,926**	**.1031**	**.0990**
Boyd	50.8	49.1	–3.3	19.4	–1.5	707,586	23.6	29,069	36,474	704,210	49.3	23,950	36,299	.0200	.0200
Carter	24.3	24.1	–.8	8.6	–1.1	236,034	25.2	21,669	27,446	137,712	35.0	11,724	16,013	.0063	.0060
Greenup	36.7	36.3	–1.1	13.4	.0	425,410	18.4	26,806	31,747	152,108	41.0	8,050	11,351	.0098	.0092
Lawrence, Ohio	*61.8*	*61.6*	*–.3*	*22.9*	*.0*	*835,184*	*27.3*	*28,643*	*36,471*	*329,451*	*35.6*	*10,613*	*14,387*	*.0184*	*.0176*
Cabell, W. Va.	*95.9*	*91.3*	*–4.8*	*37.1*	*–4.4*	*1,350,998*	*29.1*	*26,977*	*36,415*	*1,103,945*	*26.6*	*22,483*	*29,756*	*.0371*	*.0350*
Wayne, W. Va.	*41.2*	*39.3*	*–4.6*	*14.9*	*–3.9*	*631,109*	*42.4*	*28,586*	*42,356*	*122,517*	*17.6*	*6,723*	*8,223*	*.0115*	*.0112*
LEXINGTON-FAYETTE	**351.1**	**367.8**	**4.8**	**143.0**	**5.8**	**6,910,640**	**48.6**	**34,431**	**48,226**	**4,512,417**	**48.5**	**22,499**	**31,555**	**.1449**	**.1569**
Bourbon	19.2	19.1	–.5	7.3	1.4	233,515	28.2	25,290	31,988	142,021	47.9	13,337	19,455	.0057	.0057
Clark	29.6	30.3	2.4	11.2	1.8	524,163	43.4	33,218	46,800	308,309	49.1	18,797	27,528	.0110	.0116
Fayette	227.1	238.0	4.8	95.8	6.1	4,672,757	47.6	35,060	48,776	3,508,626	47.5	26,342	36,624	.1028	.1110
Jessamine	30.9	33.5	8.4	11.7	9.3	628,469	64.6	35,679	53,715	275,695	74.5	14,769	23,564	.0106	.0125
Scott	24.1	25.3	5.0	9.1	5.8	412,472	48.5	32,293	45,327	145,911	39.0	12,204	16,034	.0077	.0081
Woodford	20.2	21.6	6.9	7.9	8.2	439,264	57.6	38,185	55,603	131,855	38.6	13,035	16,691	.0071	.0080
LOUISVILLE	**953.0**	**957.6**	**.5**	**373.6**	**1.6**	**17,221,083**	**38.5**	**33,796**	**46,095**	**10,151,790**	**42.0**	**19,431**	**27,173**	**.3720**	**.3807**
Bullitt	48.0	50.8	5.8	16.9	5.0	734,492	40.8	32,408	43,461	153,182	36.0	6,996	9,064	.0131	.0135
Jefferson	663.4	656.3	–1.1	264.5	.4	12,532,684	38.2	34,411	47,383	8,108,392	46.3	21,029	30,656	.2744	.2831
Oldham	33.9	37.9	11.8	12.3	12.8	750,178	58.3	43,472	60,990	219,123	46.2	13,746	17,815	.0120	.0135
Shelby	25.0	26.3	5.2	9.7	6.6	451,573	48.9	33,324	46,554	174,365	34.7	14,226	17,976	.0084	.0089
Clark, Ind.	*87.7*	*87.6*	*–.1*	*33.4*	*.3*	*1,209,286*	*25.9*	*28,853*	*36,206*	*994,986*	*26.3*	*23,662*	*29,790*	*.0338*	*.0319*
Floyd, Ind.	*64.8*	*67.0*	*3.4*	*25.4*	*5.0*	*1,102,771*	*40.1*	*32,532*	*43,416*	*334,821*	*11.8*	*12,373*	*13,182*	*.0213*	*.0208*
Harrison, Ind.	*30.2*	*31.7*	*5.0*	*11.4*	*6.5*	*440,099*	*39.3*	*29,523*	*38,605*	*166,921*	*32.1*	*11,809*	*14,642*	*.0090*	*.0090*
OWENSBORO	**87.2**	**87.2**	**.0**	**33.5**	**1.5**	**1,308,232**	**32.1**	**30,001**	**39,052**	**960,579**	**42.1**	**20,481**	**28,674**	**.0322**	**.0323**
Daviess	87.2	87.2	.0	33.5	1.5	1,308,232	32.1	30,001	39,052	960,579	42.1	20,481	28,674	.0322	.0323
TOTAL METRO COUNTIES	**1,717.5**	**1,743.7**	**1.5**	**668.8**	**2.5**	**31,161,769**	**41.2**	**33,833**	**46,594**	**18,806,726**	**44.2**	**19,995**	**28,120**	**.6685**	**.6952**
TOTAL STATE	**3,687.3**	**3,707.7**	**.6**	**1,401.7**	**1.5**	**57,252,477**	**38.9**	**29,865**	**40,845**	**34,549,556**	**44.8**	**17,283**	**24,648**	**1.2793**	**1.3157**
LOUISIANA															
ALEXANDRIA	**131.0**	**128.5**	**–1.9**	**44.9**	**–1.8**	**1,828,955**	**36.4**	**29,348**	**40,734**	**1,730,605**	**70.5**	**22,207**	**38,544**	**.0464**	**.0506**
Rapides	131.0	128.5	–1.9	44.9	–1.8	1,828,955	36.4	29,348	40,734	1,730,605	70.5	22,207	38,544	.0464	.0506
BATON ROUGE	**528.2**	**531.8**	**.7**	**190.2**	**1.0**	**9,561,798**	**42.9**	**35,544**	**50,272**	**6,644,636**	**62.1**	**21,771**	**34,935**	**.2057**	**.2242**

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
Ascension	58.5	60.6	3.6	20.1	3.6	911,444	42.0	33,088	45,345	656,607	74.3	19,415	32,667	.0200	.0224
East Baton Rouge	379.4	378.3	–.3	138.7	.2	7,298,843	43.2	36,832	52,623	5,397,967	59.6	24,438	38,918	.1592	.1730
Livingston	70.9	73.5	3.7	24.7	3.3	1,030,417	40.6	30,656	41,717	440,584	71.8	10,732	17,837	.0204	.0220
West Baton Rouge	19.4	19.4	.0	6.7	1.5	321,094	45.4	33,453	47,924	149,478	77.7	12,747	22,310	.0061	.0068
HOUMA–THIBODAUX	**182.2**	**179.8**	**–1.3**	**59.8**	**–1.0**	**2,882,418**	**37.4**	**34,743**	**48,201**	**1,767,962**	**53.2**	**19,106**	**29,565**	**.0635**	**.0662**
Lafourche	85.6	84.6	–1.2	28.6	–.3	1,330,918	37.3	33,765	46,536	630,568	44.0	15,256	22,049	.0278	.0284
Terrebonne	96.6	95.2	–1.4	31.2	–1.6	1,551,500	37.4	35,627	49,728	1,137,394	58.8	22,592	36,455	.0357	.0378
LAFAYETTE	**208.0**	**206.0**	**–1.0**	**75.6**	**1.1**	**3,418,995**	**35.4**	**33,766**	**45,225**	**2,513,338**	**56.4**	**21,478**	**33,245**	**.0793**	**.0828**
Lafayette	164.1	161.9	–1.3	60.7	.8	2,831,098	34.2	35,041	46,641	2,275,227	55.5	24,304	37,483	.0675	.0704
St. Martin	43.9	44.1	.5	14.9	2.1	587,897	41.2	28,508	39,456	238,111	66.1	9,822	15,981	.0118	.0124
LAKE CHARLES	**168.1**	**168.7**	**.4**	**61.2**	**1.5**	**2,688,497**	**36.0**	**32,787**	**43,930**	**1,944,240**	**63.5**	**19,726**	**31,769**	**.0615**	**.0653**
Calcasieu	168.1	168.7	.4	61.2	1.5	2,688,497	36.0	32,787	43,930	1,944,240	63.5	19,726	31,769	.0615	.0653
MONROE	**141.9**	**141.3**	**–.4**	**49.9**	**–1.0**	**1,872,529**	**32.3**	**28,087**	**37,526**	**2,073,827**	**65.0**	**24,945**	**41,560**	**.0525**	**.0563**
Ouachita	141.9	141.3	–.4	49.9	–1.0	1,872,529	32.3	28,087	37,526	2,073,827	65.0	24,945	41,560	.0525	.0563
NEW ORLEANS	**1,236.3**	**1,230.5**	**–.5**	**454.2**	**.0**	**21,397,975**	**41.0**	**33,417**	**47,111**	**17,147,864**	**75.3**	**21,546**	**37,754**	**.4778**	**.5329**
Jefferson	447.8	447.8	.0	167.6	.8	8,216,807	38.1	35,790	49,026	7,676,909	70.2	27,147	45,805	.1956	.2163
Orleans	492.5	469.9	–4.6	177.8	–4.7	7,847,749	39.3	30,211	44,138	6,010,175	76.9	18,220	33,800	.1761	.1933
St. Bernard	66.6	66.9	.5	23.5	1.7	897,629	30.1	29,879	38,197	642,080	62.2	17,135	27,323	.0218	.0226
St. Charles	42.7	44.8	4.9	15.4	6.9	680,984	39.5	33,890	44,220	220,332	71.1	8,940	14,307	.0125	.0134
St. John the Baptist	40.3	42.8	6.2	13.9	8.6	777,622	59.1	38,187	55,944	363,057	83.7	15,437	26,119	.0136	.0161
St. Tammany	146.4	158.3	8.1	56.0	9.8	2,977,184	54.9	37,682	53,164	2,235,311	94.2	22,565	39,916	.0582	.0712
SHREVEPORT	**333.0**	**328.2**	**–1.4**	**122.6**	**–.7**	**5,303,661**	**36.4**	**31,480**	**43,260**	**4,511,213**	**71.5**	**21,204**	**36,796**	**.1258**	**.1370**
Bossier	86.0	86.4	.5	31.1	1.3	1,113,112	28.4	28,239	35,791	955,699	64.9	18,880	30,730	.0290	.0301
Caddo	247.0	241.8	–2.1	91.5	–1.4	4,190,549	38.7	32,553	45,798	3,555,514	73.3	22,106	38,858	.0968	.1069
TOTAL METRO COUNTIES	**2,928.7**	**2,914.8**	**–.5**	**1,058.4**	**.1**	**48,954,828**	**39.4**	**33,204**	**46,254**	**38,333,685**	**68.6**	**21,501**	**36,219**	**1.1125**	**1.2153**
TOTAL STATE	**4,206.7**	**4,163.0**	**–1.0**	**1,487.7**	**–.4**	**64,572,723**	**38.4**	**31,232**	**43,404**	**48,122,489**	**67.2**	**19,260**	**32,348**	**1.4799**	**1.5966**

MAINE

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
BANGOR	**147.5**	**152.8**	**3.6**	**57.1**	**5.0**	**2,435,386**	**34.0**	**33,408**	**42,651**	**1,566,495**	**16.1**	**24,808**	**27,434**	**.0601**	**.0568**
Penobscot	147.5	152.8	3.6	57.1	5.0	2,435,386	34.0	33,408	42,651	1,566,495	16.1	24,808	27,434	.0601	.0568
LEWISTON–AUBURN	**106.1**	**110.8**	**4.4**	**42.5**	**5.2**	**1,861,561**	**37.9**	**33,422**	**43,801**	**935,099**	**14.0**	**20,312**	**22,002**	**.0415**	**.0397**
Androscoggin	106.1	110.8	4.4	42.5	5.2	1,861,561	37.9	33,422	43,801	935,099	14.0	20,312	22,002	.0415	.0397
PORTLAND	**245.3**	**258.3**	**5.3**	**100.9**	**5.8**	**5,329,374**	**40.2**	**39,843**	**52,818**	**3,735,362**	**19.9**	**32,650**	**37,020**	**.1255**	**.1223**
Cumberland	245.3	258.3	5.3	100.9	5.8	5,329,374	40.2	39,843	52,818	3,735,362	19.9	32,650	37,020	.1255	.1223
TOTAL METRO COUNTIES	**498.9**	**521.9**	**4.6**	**200.5**	**5.4**	**9,626,321**	**38.1**	**36,639**	**48,012**	**6,236,956**	**18.0**	**27,786**	**31,107**	**.2271**	**.2188**
TOTAL STATE	**1,238.3**	**1,297.8**	**4.8**	**496.6**	**5.8**	**22,022,598**	**37.4**	**34,145**	**44,347**	**12,789,448**	**22.2**	**22,149**	**25,593**	**.5006**	**.4890**

MARYLAND

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
BALTIMORE	**2,404.9**	**2,537.7**	**5.5**	**943.9**	**6.2**	**47,097,396**	**30.2**	**40,715**	**49,897**	**19,663,380**	**12.4**	**19,682**	**20,832**	**.9991**	**.9344**
Anne Arundel	433.1	467.9	8.0	164.1	8.5	9,285,228	32.9	46,183	56,583	4,707,549	20.9	25,730	28,687	.1990	.1921
Baltimore	699.3	740.1	5.8	291.3	7.5	15,353,592	29.7	43,677	52,707	7,924,232	13.7	25,714	27,203	.3407	.3168
Baltimore city	733.4	720.1	–1.8	271.7	–1.4	10,614,385	21.8	31,639	39,067	3,367,592	1.7	12,024	12,395	.2380	.2086
Carroll	125.8	139.6	11.0	48.1	11.6	2,254,780	30.2	40,178	46,877	744,658	6.5	16,221	15,481	.0464	.0437
Harford	185.9	207.7	11.7	72.4	12.2	3,623,064	33.9	41,949	50,042	1,290,563	8.7	18,414	17,825	.0732	.0700
Howard	192.7	223.2	15.8	81.8	16.4	5,378,144	43.1	53,467	65,747	1,455,075	14.9	18,020	17,788	.0902	.0918
Queen Anne's	34.7	39.1	12.7	14.5	13.3	588,203	34.0	34,284	40,566	173,711	9.1	12,441	11,980	.0116	.0114
CUMBERLAND	**101.3**	**99.4**	**–1.9**	**39.1**	**–1.0**	**1,329,784**	**19.9**	**28,080**	[illegible]	**720,730**	**11.4**	**16,379**	**18,433**	**.0345**	**.0305**
Allegany	74.6	72.7	–2.5	29.1	–1.4	993,323	15.6	29,121	[illegible]	604,453	7.2	19,121	20,772	.0275	.0236
Mineral, W. Va.	*26.7*	*26.7*	*.0*	*10.0*	*.0*	*336,461*	*34.5*	*25,010*	*33,646*	*116,277*	*40.2*	*8,292*	*11,628*	*.0070*	[illegible]
HAGERSTOWN	**122.1**	**126.3**	**3.4**	**47.0**	**4.4**	**1,807,288**	**23.4**	**32,535**	**38,453**	**888,827**	**1.3**	**19,505**	**18,911**	**.0452**	**.0398**
Washington	122.1	126.3	3.4	47.0	4.4	1,807,288	23.4	32,535	38,453	888,827	1.3	19,505	18,911	.0452	.0398
TOTAL METRO COUNTIES	**4,497.3**	**4,841.4**	**7.7**	**1,771.5**	**7.8**	**100,930,301**	**33.7**	**45,935**	**56,974**	**38,072,168**	**11.4**	**20,798**	**21,491**	**2.0046**	**1.9063**
TOTAL STATE	**4,843.7**	**5,208.9**	**7.5**	**1,909.1**	**7.7**	**106,736,218**	**33.6**	**45,102**	**55,989**	**41,095,368**	**11.6**	**20,790**	**21,526**	**2.1395**	**2.0329**

MASSACHUSETTS

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
BOSTON–LAWRENCE–SALEM–LOWELL–BROCKTON	**3,791.4**	**3,844.3**	**1.4**	**1,427.5**	**.9**	**88,695,523**	**29.9**	**48,246**	**62,133**	**37,292,480**	**14.9**	**22,926**	**26,124**	**1.8165**	**1.6916**
Essex	672.2	685.9	2.0	256.6	1.8	14,915,430	30.3	45,389	58,127	6,383,700	12.3	22,543	24,878	.3114	.2888
Middlesex	1,401.0	1,418.6	1.3	526.7	1.2	36,277,155	30.9	53,244	68,876	13,380,513	11.2	23,113	25,404	.7074	.6569
Norfolk	616.7	621.3	.7	230.9	1.3	15,791,476	29.6	53,428	68,391	7,004,316	13.7	26,562	30,335	.3239	.3009
Plymouth	438.2	456.0	4.1	154.8	2.8	8,571,045	30.2	43,713	55,369	5,112,293	28.4	26,431	33,025	.1949	.1887
Suffolk	663.3	662.5	–.1	258.5	–2.0	13,140,417	27.0	39,225	50,833	5,411,623	15.1	17,830	20,935	.2789	.2563
NEW BEDFORD–FALL RIVER–ATTLEBORO	**509.1**	**525.2**	**3.2**	**194.2**	**2.9**	**8,670,333**	**27.9**	**35,918**	**44,646**	**4,647,274**	**13.2**	**21,755**	**23,930**	**.2057**	**.1892**
Bristol	509.1	525.2	3.2	194.2	2.9	8,670,333	27.9	35,918	44,646	4,647,274	13.2	21,755	23,930	.2057	.1892
PITTSFIELD	**139.0**	**136.8**	**–1.6**	**54.1**	**–.2**	**2,416,329**	**21.1**	**36,806**	**44,664**	**1,433,794**	**19.1**	**22,205**	**26,503**	**.0595**	**.0537**
Berkshire	139.0	136.8	–1.6	54.1	–.2	2,416,329	21.1	36,806	44,664	1,433,794	19.1	22,205	26,503	.0595	.0537

MASS. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/90 Total Pop. (Thous.)					EFFECTIVE BUYING INCOME 1995 Total EBI ($000)				RETAIL SALES 1995 Total Retail Sales ($000)				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
SPRINGFIELD	606.6	628.3	3.6	230.5	4.1	10,507,435	26.8	37,438	45,585	5,310,755	17.6	20,403	23,040	.2418	.2247
Hampden	459.2	476.1	3.7	178.4	4.3	8,125,556	28.0	37,135	45,547	4,254,602	17.2	21,221	23,849	.1875	.1749
Hampshire	147.4	152.2	3.3	52.1	3.4	2,381,879	22.9	38,466	45,717	1,056,153	18.9	17,625	20,272	.0543	.0498
WORCESTER–FITCHBURG–LEOMINSTER	717.5	762.2	6.2	280.3	6.5	14,894,210	35.5	41,778	53,137	6,096,180	12.1	20,655	21,749	.3046	.2909
Worcester	717.5	762.2	6.2	280.3	6.5	14,894,210	35.5	41,778	53,137	6,096,180	12.1	20,655	21,749	.3046	.2909
TOTAL METRO COUNTIES	5,763.6	5,896.8	2.3	2,186.6	2.1	125,183,830	30.0	44,960	57,250	54,780,453	14.8	22,271	25,053	2.6281	2.4501
TOTAL STATE	6,042.2	6,199.1	2.6	2,312.3	2.4	130,986,844	30.2	44,562	56,648	58,465,504	15.2	22,488	25,285	2.7616	2.5802

MICHIGAN

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
ANN ARBOR	284.8	296.6	4.1	109.5	4.0	5,319,516	29.6	38,987	48,580	3,093,050	29.6	22,667	28,247	.1209	.1172
Washtenaw	284.8	296.6	4.1	109.5	4.0	5,319,516	29.6	38,987	48,580	3,093,050	29.6	22,667	28,247	.1209	.1172
BATTLE CREEK	136.1	137.1	.7	52.6	1.3	2,791,581	41.9	37,897	53,072	1,475,143	42.2	19,993	28,045	.0561	.0583
Calhoun	136.1	137.1	.7	52.6	1.3	2,791,581	41.9	37,897	53,072	1,475,143	42.2	19,993	28,045	.0561	.0583
BENTON HARBOR	161.4	162.1	.4	61.6	1.0	2,688,060	32.5	33,250	43,637	1,465,205	30.3	18,433	23,786	.0605	.0589
Berrien	161.4	162.1	.4	61.6	1.0	2,688,060	32.5	33,250	43,637	1,465,205	30.3	18,433	23,786	.0605	.0589
DETROIT	4,387.9	4,438.2	1.1	1,646.7	1.6	84,594,228	32.0	39,530	51,372	43,551,163	30.6	20,574	26,448	1.8192	1.7717
Lapeer	75.5	79.7	5.6	26.1	4.8	1,244,599	32.2	37,818	47,686	581,744	33.2	17,541	22,289	.0267	.0265
Livingston	117.7	129.7	10.2	43.3	9.3	2,496,377	42.3	44,301	57,653	692,983	25.4	13,960	16,004	.0437	.0448
Macomb	720.4	739.2	2.6	276.2	3.8	11,494,848	22.4	35,294	41,618	8,060,386	22.6	24,712	29,183	.3009	.2778
Monroe	134.0	136.8	2.1	47.8	2.6	3,378,817	52.5	47,541	70,687	937,943	49.5	13,466	19,622	.0528	.0577
Oakland	1,095.4	1,[illegible]65.7	6.4	445.4	7.3	31,947,318	47.5	52,179	71,727	14,914,017	33.6	26,899	33,485	.5820	.6112
St. Clair	146.7	153.0	4.3	55.6	4.3	2,495,375	34.4	34,845	44,881	1,127,726	36.3	15,521	20,283	.0519	.0521
Wayne	2,098.2	2,034.1	−3.1	752.3	−3.0	31,536,904	20.1	33,867	41,921	17,236,364	30.9	16,978	22,912	.7612	.7016
DETROIT–ANN ARBOR CONSOLIDATED AREA	*4,672.7*	*4,734.8*	*1.3*	*1,756.2*	*1.7*	*89,913,754*	*31.9*	*39,497*	*51,198*	*46,644,213*	*30.5*	*20,701*	*26,560*	*1.9401*	*1.8889*
FLINT	429.1	423.8	−1.2	160.4	−.2	6,092,770	17.8	32,161	37,985	4,452,039	28.0	21,630	27,756	.1658	.1519
Genesee	429.1	423.8	−1.2	160.4	−.2	6,092,770	17.8	32,161	37,985	4,452,039	28.0	21,630	27,756	.1658	.1519
GRAND RAPIDS	696.2	744.9	7.0	264.9	7.1	13,976,941	45.2	38,915	52,763	7,806,680	39.7	22,599	[illegible]9,470	.2858	.3012
Kent	505.5	536.6	6.2	195.1	6.3	9,840,245	41.9	37,768	50,437	6,204,722	40.5	24,055	[illegible]1,803	.2126	.2218
Ottawa	190.7	208.3	9.2	69.8	9.6	4,136,696	53.8	42,222	59,265	1,601,958	36.7	18,402	22,951	.0732	.0794
JACKSON	150.4	154.4	2.7	55.9	3.7	2,642,977	36.0	36,042	47,280	1,297,219	31.9	18,253	23,206	.0560	.0559
Jackson	150.4	154.4	2.7	55.9	3.7	2,642,977	36.0	36,042	47,280	1,297,219	31.9	18,253	23,206	.0560	.0559
KALAMAZOO	224.5	231.7	3.2	87.0	3.4	4,690,371	41.1	39,513	53,912	2,433,251	36.5	21,201	27,968	.0950	.0973
Kalamazoo	224.5	231.7	3.2	87.0	3.4	4,690,371	41.1	39,513	53,912	2,433,251	36.5	21,201	27,968	.0950	.0973
LANSING–EAST LANSING	434.5	447.0	2.9	162.3	3.0	7,903,720	33.3	37,618	48,698	4,563,724	36.1	21,274	28,119	.1751	.1742
Clinton	58.3	60.9	4.5	21.3	4.4	937,540	27.6	36,022	44,016	338,425	22.4	13,548	15,888	.0198	.0187
Eaton	93.7	98.7	5.3	36.4	6.1	1,717,793	32.5	37,801	47,192	1,072,975	33.6	23,420	29,477	.0394	.0390
Ingham	282.5	287.4	1.7	104.6	1.7	5,248,387	34.7	37,873	50,176	3,152,324	38.7	22,090	30,137	.1159	.1165
MUSKEGON	159.6	163.5	2.4	60.1	3.6	2,654,665	38.4	33,061	44,171	1,382,835	38.3	17,242	23,009	.0567	.0577
Muskegon	159.6	163.5	2.4	60.1	3.6	2,654,665	38.4	33,061	44,171	1,382,835	38.3	17,242	23,009	.0567	.0577
SAGINAW–BAY CITY–MIDLAND	398.5	395.8	−.7	148.7	.5	6,371,931	25.5	34,320	42,851	3,656,704	24.2	19,914	24,591	.1532	.1428
Bay	111.3	109.5	−1.6	41.8	−.5	1,491,245	22.7	32,812	40,460	1,029,699	25.2	19,590	24,634	.0422	.0391
Midland	76.1	78.9	3.7	29.2	4.3	1,843,856	46.8	44,865	63,146	504,768	35.5	13,300	17,287	.0302	.0317
Saginaw	211.1	207.4	−1.8	77.7	−.3	2,836,830	16.2	31,342	36,510	2,122,237	21.3	22,467	27,313	.0808	.0720
TOTAL METRO COUNTIES	7,463.0	7,595.1	1.8	2,809.7	2.2	139,726,770	32.9	38,257	49,730	75,177,013	31.8	20,747	26,756	3.0443	2.9871
TOTAL STATE	9,323.1	9,515.8	2.1	3,519.3	2.6	167,658,676	33.3	36,668	47,640	89,576,642	32.1	19,765	25,453	3.6654	3.6062

MINNESOTA

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
DULUTH	238.5	230.6	−3.3	93.3	−1.5	3,836,316	24.0	32,678	41,118	2,278,891	34.9	17,824	24,425	.0913	.0865
St. Louis	196.8	189.0	−4.0	76.8	−1.9	3,150,256	22.4	32,880	41,019	1,828,035	31.7	17,725	23,803	.0755	.0704
Douglas, Wisc.	*41.7*	*41.6*	*−.2*	*16.5*	*.6*	*686,060*	*31.9*	*31,715*	*41,579*	*450,856*	*49.8*	*18,353*	*27,325*	*.0158*	*.0161*
FARGO–MOORHEAD	154.4	161.2	4.4	61.4	5.5	2,596,008	32.3	33,705	42,280	1,895,057	46.2	22,275	30,864	.0618	.0631
Clay	50.5	51.3	1.6	17.9	2.3	657,949	20.5	31,213	36,757	365,631	28.1	16,304	20,426	.0166	.0153
Cass, N. D.	*103.9*	*109.9*	*5.8*	*43.5*	*6.9*	*1,938,059*	*36.9*	*34,777*	*44,553*	*1,529,426*	*51.3*	*24,842*	*35,159*	*.0452*	*.0478*
MINNEAPOLIS–ST. PAUL	2,501.4	2,715.2	8.5	1,035.5	9.1	57,653,274	43.6	42,292	55,677	29,939,563	46.4	21,534	28,913	1.1126	1.1868
Anoka	248.3	276.7	11.4	93.9	11.8	4,649,973	37.1	40,372	49,320	2,249,401	35.9	19,706	23,955	.0958	.0980
Carver	49.0	55.3	12.9	19.4	14.1	1,130,163	53.2	43,401	58,256	238,009	31.6	10,641	12,269	.0174	.0191
Chisago	30.9	33.3	7.8	11.6	8.4	482,629	33.7	33,732	41,606	183,789	22.1	14,073	15,844	.0101	.0099
Dakota	286.1	339.1	18.5	121.7	19.1	7,409,177	57.3	46,077	60,881	2,683,636	27.7	20,562	22,051	.1250	.1373
Hennepin	1,044.4	1,115.6	6.8	455.6	7.4	25,529,357	41.7	42,468	56,035	15,273,798	52.7	23,591	33,525	.5067	.5442
Isanti	26.2	28.0	6.9	9.6	7.9	379,554	32.4	32,209	39,537	199,234	60.6	13,941	20,754	.0082	.0086
Ramsey	487.4	499.6	2.5	197.9	3.5	10,516,103	36.8	40,199	53,138	6,605,866	47.9	23,355	33,380	.2229	.2311
Scott	59.2	67.3	13.7	22.7	14.6	1,053,585	37.2	38,780	46,413	352,455	26.9	14,027	15,527	.0203	.0206
Washington	149.0	167.6	12.5	57.3	13.9	4,306,833	61.2	53,112	75,163	1,144,210	47.3	15,440	19,969	.0630	.0724
Wright	69.9	77.1	10.3	26.0	11.1	1,156,494	39.5	35,421	44,481	509,465	28.8	16,905	19,595	.0239	.0243
St. Croix, Wisc.	*51.0*	*55.6*	*9.0*	*19.8*	*10.6*	*1,039,506*	*47.3*	*39,417*	*52,500*	*499,700*	*59.1*	*17,548*	*25,237*	*.0193*	*.0213*

MINN. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
ROCHESTER	**107.6**	**114.9**	**6.8**	**43.8**	**8.1**	**2,413,230**	**44.0**	**41,392**	**55,097**	**1,371,483**	**35.8**	**24,934**	**31,312**	**.0492**	**.0513**
Olmsted	107.6	114.9	6.8	43.8	8.1	2,413,230	44.0	41,392	55,097	1,371,483	35.8	24,934	31,312	.0492	.0513
ST. CLOUD	**193.1**	**206.5**	**6.9**	**70.6**	**8.4**	**2,809,033**	**32.9**	**32,472**	**39,788**	**3,286,164**	**37.8**	**36,640**	**46,546**	**.0852**	**.0862**
Benton	30.6	32.9	7.5	12.2	9.9	492,079	40.9	31,504	40,400	126,471	22.9	9,268	10,366	.0092	.0092
Sherburne	42.8	47.9	11.9	15.6	12.2	669,698	37.2	35,116	42,929	272,313	32.5	14,789	17,456	.0137	.0141
Stearns	119.7	125.7	5.0	42.8	6.7	1,646,456	29.0	31,824	38,469	2,887,380	39.0	51,791	67,462	.0623	.0629
TOTAL METRO COUNTIES	**2,998.4**	**3,221.3**	**7.4**	**1,224.8**	**8.1**	**65,644,336**	**41.6**	**40,919**	**53,596**	**36,291,176**	**44.0**	**22,243**	**29,630**	**1.3198**	**1.3887**
TOTAL STATE	**4,412.0**	**4,629.7**	**4.9**	**1,759.5**	**5.9**	**83,605,573**	**37.2**	**36,679**	**47,517**	**47,404,735**	**42.3**	**20,050**	**26,942**	**1.7739**	**1.8238**
MISSISSIPPI															
BILOXI–GULFPORT	**197.5**	**200.3**	**1.4**	**72.9**	[illegible]	**3,253,083**	**43.2**	**31,764**	**44,624**	**1,623,091**	**35.2**	**16,792**	**22,265**	**.0681**	**.0697**
Hancock	32.3	35.2	9.0	13.3	10.8	531,596	51.0	29,341	39,970	149,148	22.6	10,138	11,214	.0095	.0100
Harrison	165.2	165.1	–.1	59.6	.2	2,721,487	41.8	32,252	45,663	1,473,943	36.6	18,134	24,731	.0586	.0597
JACKSON	**397.4**	**410.9**	**3.4**	**146.6**	**4.8**	**7,033,904**	**45.8**	**34,240**	**47,980**	**3,913,753**	**35.0**	**20,572**	**26,697**	**.1488**	**.1541**
Hinds	253.6	250.4	–1.3	89.6	–1.2	4,272,897	37.8	34,186	47,689	2,867,427	34.7	23,471	32,003	.0999	.0997
Madison	55.1	63.1	14.5	23.4	18.2	943,569	64.4	28,987	40,323	523,676	39.7	18,932	22,379	.0187	.0213
Rankin	88.7	97.4	9.8	33.6	10.5	1,817,438	58.1	37,819	54,090	522,650	32.4	12,990	15,555	.0302	.0331
PASCAGOULA	**115.1**	**115.3**	**.2**	**40.7**	**.7**	**1,712,853**	**32.6**	**31,966**	**42,085**	**874,865**	**54.8**	**13,992**	**21,495**	**.0370**	**.0378**
Jackson	115.1	115.3	.2	40.7	.7	1,712,853	32.6	31,966	42,085	874,865	54.8	13,992	21,495	.0370	.0378
TOTAL METRO COUNTIES	**780.8**	**810.6**	**3.8**	**289.2**	**4.4**	**13,363,272**	**45.0**	**33,268**	**46,208**	**6,776,875**	**37.1**	**17,843**	**23,433**	**.2762**	**.2868**
TOTAL STATE	**2,575.3**	**2,597.1**	**.8**	**928.3**	**1.8**	**35,391,287**	**39.7**	**27,776**	**38,125**	**18,242,112**	**32.2**	**15,131**	**19,651**	**.7964**	**.7975**
MISSOURI															
COLUMBIA	**113.1**	**117.6**	**4.0**	**44.3**	**5.0**	**2,145,346**	**36.5**	**37,242**	**48,428**	**1,220,978**	**37.1**	**21,099**	**27,562**	**.0463**	**.0467**
Boone	113.1	117.6	4.0	44.3	5.0	2,145,346	36.5	37,242	48,428	1,220,978	37.1	21,099	27,562	.0463	.0467
JOPLIN	**135.6**	**139.6**	**2.9**	**55.0**	**3.2**	**1,874,752**	**27.1**	**27,679**	**34,086**	**1,275,839**	**24.5**	**19,225**	**23,197**	**.0489**	**.0463**
Jasper	90.9	93.1	2.4	37.3	2.8	1,325,712	28.6	28,408	35,542	1,023,662	24.3	22,693	27,444	.0356	.0338
Newton	44.7	46.5	4.0	17.7	4.1	549,040	23.6	26,121	31,019	252,177	25.5	11,819	14,247	.0133	.0125
KANSAS CITY	**1,584.7**	**1,667.9**	**6.5**	**653.5**	**7.2**	**33,558,221**	**37.7**	**39,978**	**51,352**	**17,021,542**	**36.3**	**20,490**	**26,047**	**.6817**	**.6941**
Cass	65.0	71.7	10.3	25.9	11.2	1,111,800	33.9	35,637	42,927	370,692	16.2	13,686	14,312	.0222	.0218
Clay	155.1	165.0	6.4	63.9	7.2	3,212,379	33.6	40,331	50,272	1,831,797	32.6	23,180	28,667	.0696	.0692
Jackson	635.2	648.8	2.1	259.5	2.4	12,314,915	32.2	36,748	47,456	6,790,015	27.1	21,089	26,166	.2725	.2637
Lafayette	31.3	32.1	2.6	12.2	3.4	413,473	19.7	29,265	33,891	142,358	20.8	9,985	11,669	.0094	.0086
Platte	59.1	66.1	11.8	25.5	12.8	1,054,680	32.3	35,261	41,360	377,464	17.3	14,237	14,803	.0215	.0208
Ray	22.1	22.9	3.6	8.4	3.7	290,295	22.1	29,343	34,559	102,063	29.0	9,766	12,150	.0064	.0061
Johnson, Kans.	*366.4*	*425.9*	*16.2*	*166.3*	*18.1*	*11,054,564*	*51.1*	*51,971*	*66,474*	*5,467,845*	*51.1*	*25,700*	*32,879*	*.1940*	*.2170*
Leavenworth, Kans.	*65.4*	*71.3*	*9.0*	*22.3*	*10.9*	*1,274,440*	*48.7*	*42,628*	*57,150*	*424,804*	*48.6*	*14,220*	*19,050*	*.0222*	*.0241*
Miami, Kans.	*23.8*	*25.4*	*6.7*	*9.1*	*7.1*	*357,683*	*27.3*	*33,064*	*39,306*	*158,934*	*42.9*	*13,087*	*17,465*	*.0077*	*.0078*
Wyandotte, Kans.	*161.3*	*158.7*	*–1.6*	*60.4*	*–1.3*	*2,473,992*	*24.9*	*32,371*	*40,960*	*1,355,570*	*49.3*	*14,834*	*22,443*	*.0562*	*.0550*
ST. JOSEPH	**82.8**	**81.0**	**–2.2**	**31.9**	**–1.5**	**1,306,216**	**25.8**	**32,048**	**40,947**	**774,024**	**24.9**	**19,129**	**24,264**	**.0317**	**.0297**
Buchanan	82.8	81.0	–2.2	31.9	–1.5	1,306,216	25.8	32,048	40,947	774,024	24.9	19,129	24,264	.0317	.0297
ST. LOUIS	**2,456.9**	**2,535.7**	**3.2**	**969.7**	**4.4**	**50,031,205**	**35.7**	**39,676**	**51,595**	**23,570,667**	**29.7**	**19,567**	**24,307**	**1.0241**	**1.0136**
Franklin	81.3	85.4	5.0	30.7	5.5	1,081,723	24.7	29,808	35,235	589,905	17.8	17,204	19,215	.0272	.0253
Jefferson	173.9	189.5	9.0	65.9	9.7	2,878,062	33.7	35,816	43,673	1,074,094	28.6	13,901	16,299	.0585	.0581
St. Charles	221.3	262.3	18.5	92.8	20.1	5,984,929	63.8	47,274	64,493	1,888,266	26.9	19,248	20,348	.0945	.1065
St. Louis	999.2	1,033.7	3.5	403.1	5.4	24,497,061	36.5	46,928	60,772	12,070,988	31.8	23,965	29,945	.4881	.4873
St. Louis city	391.6	369.6	–5.6	156.3	–3.9	6,770,356	31.9	31,548	43,316	2,950,251	23.2	14,721	18,876	.1442	.1361
Clinton, Ill.	*34.0*	*34.6*	*1.8*	*11.9*	*2.6*	*510,465*	*29.4*	*33,996*	*42,896*	*201,792*	*30.9*	*13,285*	*16,957*	*.0108*	*.0105*
Jersey, Ill.	*20.6*	*20.9*	*1.5*	*7.5*	*1.4*	*269,462*	*16.8*	*31,163*	*35,928*	*155,824*	*34.9*	*15,610*	*20,777*	*.0069*	*.0064*
Madison, Ill.	*249.7*	*253.2*	*1.4*	*97.0*	*2.1*	*3,613,234*	*20.8*	*31,493*	*37,250*	*2,201,518*	*28.4*	*18,043*	*22,696*	*.0911*	*.0847*
Monroe, Ill.	*22.7*	*24.3*	*7.0*	*8.9*	*7.2*	*346,936*	*23.6*	*33,817*	*38,982*	*178,783*	*35.7*	*15,876*	*20,088*	*.0080*	*.0077*
St. Clair, Ill.	*262.6*	*262.2*	*–.2*	*95.6*	*.4*	*4,078,977*	*26.9*	*33,756*	*42,667*	*2,259,246*	*34.4*	*17,663*	*23,632*	*.0948*	*.0910*
SPRINGFIELD	**243.3**	**258.5**	**6.2**	**100.3**	**6.1**	**3,906,103**	**31.6**	**31,401**	**38,944**	**2,699,973**	**29.1**	**22,123**	**26,919**	**.0966**	**.0943**
Christian	33.6	38.9	15.8	14.2	15.4	486,853	39.2	28,438	34,285	161,169	14.8	11,414	11,350	.0101	.0100
Greene	209.7	219.6	4.7	86.1	4.7	3,419,250	30.6	31,844	39,713	2,538,804	30.2	23,725	29,487	.0865	.0843
TOTAL METRO COUNTIES	**3,409.9**	**3,543.8**	**3.9**	**1,375.7**	**4.8**	**68,842,090**	**35.7**	**38,643**	**50,041**	**34,158,707**	**28.6**	**20,240**	**24,830**	**1.4376**	**1.4205**
TOTAL STATE	**5,145.1**	**5,209.0**	**3.2**	**2,050.9**	**4.1**	**90,723,644**	**33.2**	**34,544**	**44,236**	**46,353,818**	**28.6**	**18,281**	**22,602**	**1.9812**	**1.9372**
MONTANA															
BILLINGS	**113.0**	**111.0**	**–1.8**	**44.3**	**–.4**	**1,836,547**	**31.1**	**31,484**	**41,457**	**1,663,773**	**55.2**	**24,083**	**37,557**	**.0469**	**.0486**
Yellowstone	113.0	111.0	–1.8	44.3	–.4	1,836,547	31.1	31,484	41,457	1,663,773	55.2	24,083	37,557	.0469	.0486
GREAT FALLS	**77.5**	**76.9**	**–.8**	**30.3**	**.7**	**1,283,550**	**36.8**	**31,171**	**42,361**	**942,456**	**53.4**	**20,413**	**31,104**	**.0298**	**.0312**
Cascade	77.5	76.9	–.8	30.3	.7	1,283,550	36.8	31,171	42,361	942,456	53.4	20,413	31,104	.0298	.0312
TOTAL METRO COUNTIES	**190.5**	**187.9**	**–1.4**	**74.6**	**.0**	**3,120,097**	**33.4**	**31,358**	**41,824**	**2,606,229**	**54.6**	**22,602**	**34,926**	**.0767**	**.0798**
TOTAL STATE	**797.2**	**793.3**	**–.5**	**308.6**	**1.1**	**12,169,781**	**36.2**	**29,286**	**39,435**	**8,142,018**	**82.7**	**17,478**	**26,384**	**.2799**	**.2901**

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
NEBRASKA															
LINCOLN	215.4	226.2	5.0	88.1	5.5	4,801,874	44.5	39,809	54,505	2,327,682	52.2	18,315	26,421	.0900	.0968
Lancaster	215.4	226.2	5.0	88.1	5.5	4,801,874	44.5	39,809	54,505	2,327,682	52.2	18,315	26,421	.0900	.0968
OMAHA	621.3	642.4	3.4	242.0	3.6	13,658,814	43.4	40,784	56,441	7,130,794	51.7	20,122	29,466	.2635	.2816
Douglas	418.2	430.4	2.9	167.1	3.3	9,452,083	42.5	40,989	56,565	5,439,891	52.5	22,051	32,555	.1873	.2001
Sarpy	103.8	112.0	7.9	37.1	7.8	2,289,287	48.7	44,756	61,706	563,152	31.6	12,441	15,179	.0374	.0397
Washington	16.7	17.3	3.6	6.3	3.3	335,144	39.8	39,290	53,197	90,678	26.7	11,736	14,393	.0059	.0059
Pottawattamie, Iowa	*82.6*	*82.7*	*.1*	*31.5*	*.6*	*1,582,300*	*41.8*	*35,652*	*50,232*	*1,037,073*	*63.8*	*20,224*	*32,923*	*.0329*	*.0359*
TOTAL METRO COUNTIES	770.8	802.7	4.1	304.7	4.4	17,089,455	43.5	40,825	56,086	8,523,593	50.4	19,417	27,974	.3258	.3473
TOTAL STATE	1,579.4	1,594.2	.9	613.9	1.9	27,766,938	34.1	34,359	45,230	14,751,030	43.0	17,113	24,028	.5929	.5976
NEVADA															
LAS VEGAS	773.4	920.0	19.0	354.7	18.4	16,010,418	53.8	34,743	45,138	7,628,594	31.4	19,382	21,507	.3068	.3337
Clark	773.4	920.0	19.0	354.7	18.4	16,010,418	53.8	34,743	45,138	7,628,594	31.4	19,382	21,507	.3068	.3337
RENO	260.0	290.9	11.9	116.9	11.9	5,770,950	46.4	37,717	49,367	3,945,132	54.8	24,387	33,748	.1193	.1321
Washoe	260.0	290.9	11.9	116.9	11.9	5,770,950	46.4	37,717	49,367	3,945,132	54.8	24,387	33,748	.1193	.1321
TOTAL METRO COUNTIES	1,033.4	1,210.9	17.2	471.6	16.7	21,781,368	51.8	35,512	46,186	11,573,726	38.5	20,676	24,541	.4261	.4658
TOTAL STATE	1,244.1	1,447.4	16.3	560.4	16.0	25,758,337	51.3	35,246	45,964	13,424,800	39.4	19,938	23,956	.5023	.5487
NEW HAMPSHIRE															
MANCHESTER–NASHUA	341.3	373.2	9.3	138.8	9.6	8,767,630	42.2	48,695	63,167	4,288,334	18.8	28,502	30,896	.1752	.1742
Hillsborough	341.3	373.2	9.3	138.8	9.6	8,767,630	42.2	48,695	63,167	4,288,334	18.8	28,502	30,896	.1752	.1742
PORTSMOUTH–DOVER–ROCHESTER	356.6	395.2	10.8	143.0	10.6	8,180,314	41.6	44,672	57,205	4,693,890	25.0	29,032	32,824	.1734	.1749
Rockingham	250.8	280.0	11.6	101.0	11.1	5,925,816	41.9	45,935	58,671	3,812,629	28.7	32,584	37,749	.1288	.1313
Strafford	105.8	115.2	8.9	42.0	9.4	2,254,498	40.9	41,683	53,679	881,261	11.3	20,624	20,982	.0446	.0436
TOTAL METRO COUNTIES	697.9	768.4	10.1	281.8	10.1	16,947,944	41.9	46,662	60,142	8,982,224	22.0	28,770	31,874	.3486	.3491
TOTAL STATE	1,127.2	1,233.8	9.5	458.5	9.7	25,156,937	40.3	42,911	54,868	14,638,272	23.4	28,373	31,926	.5431	.5413
NEW JERSEY															
ATLANTIC CITY	323.0	343.2	6.3	131.5	5.6	5,570,765	25.6	35,633	42,363	3,580,471	15.1	24,982	27,228	.1406	.1295
Atlantic	226.7	240.5	6.1	90.8	5.5	3,829,978	24.7	35,671	42,180	2,354,136	10.2	24,806	25,927	.0973	.0880
Cape May	96.3	102.7	6.6	40.7	6.0	1,740,787	27.5	35,549	42,771	1,226,335	25.9	25,376	30,131	.0433	.0415
BERGEN–PASSAIC	1,276.9	1,271.6	–.4	459.1	–.9	34,838,246	28.7	58,422	[illegible]	14,454,636	16.3	26,804	31,485	.6952	.6439
Bergen	823.7	815.2	–1.0	306.3	–.6	25,732,207	29.5	64,482	[illegible]	9,708,005	12.0	28,124	31,694	.4936	.4541
Passaic	453.2	456.4	.7	152.8	–1.6	9,106,039	26.4	46,395	[illegible]	4,746,631	26.4	24,185	31,064	.2016	.1898
JERSEY CITY	550.9	540.3	–1.9	198.9	–4.3	9,562,976	21.9	37,722	48,079	3,657,201	13.5	15,496	18,387	.2095	.1874
Hudson	550.9	540.3	–1.9	198.9	–4.3	9,562,976	21.9	37,722	48,079	3,657,201	13.5	15,496	18,387	.2095	.1874

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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
MIDDLESEX–SOMERSET–HUNTERDON	**1,031.4**	**1,100.2**	**6.7**	**397.7**	**7.7**	**31,550,797**	**40.3**	**60,890**	**79,233**	**9,580,106**	**11.8**	**23,195**	**24,089**	**.5459**	**.5353**
Hunterdon	109.3	118.2	8.1	41.9	8.8	3,605,283	42.8	65,564	86,045	1,063,458	12.1	24,637	25,781	.0606	.0602
Middlesex	677.4	711.5	5.0	254.5	5.6	18,442,758	36.1	56,235	72,467	5,860,487	9.9	22,133	23,027	.3361	.3213
Somerset	244.7	270.5	10.5	101.3	12.6	9,502,756	48.0	71,350	93,808	2,656,161	16.1	25,422	26,221	.1492	.1538
MONMOUTH–OCEAN	**1,000.9**	**1,081.1**	**8.0**	**400.7**	**7.9**	**26,182,795**	**39.5**	**50,549**	**65,343**	**10,804,997**	**25.7**	**23,144**	**26,965**	**.4904**	**.4927**
Monmouth	560.1	599.8	7.1	213.8	6.8	15,515,666	38.2	56,110	72,571	6,452,758	27.0	25,397	30,181	.2894	.2895
Ocean	440.8	481.3	9.2	186.9	9.2	10,667,129	41.5	44,048	57,074	4,352,239	24.0	20,510	23,286	.2010	.2032
NEWARK	**1,822.7**	**1,821.1**	**–.1**	**644.6**	**–1.0**	**44,633,057**	**27.6**	**53,691**	**69,241**	**16,538,208**	**21.3**	**20,929**	**25,657**	**.8715**	**.8148**
Essex	774.3	736.1	–2.4	265.3	–4.3	16,342,001	23.7	47,648	61,598	5,517,844	18.2	16,832	20,799	.3280	.2984
Morris	422.2	428.9	1.6	151.6	1.7	13,056,863	31.3	66,683	86,127	5,241,352	23.4	28,494	34,574	.2464	.2356
Sussex	132.3	140.7	6.3	47.6	6.0	3,514,858	38.2	56,653	73,842	1,022,514	22.7	18,566	21,481	.0608	.0604
Union	493.9	495.4	.3	180.1	.0	11,719,335	26.4	51,500	65,071	4,756,498	22.5	21,563	26,410	.2363	.2204
TRENTON	**328.1**	**341.6**	**4.1**	**122.5**	**4.0**	**9,321,328**	**37.2**	**57,665**	**76,092**	**3,156,406**	**16.1**	**23,088**	**25,767**	**.1683**	**.1636**
Mercer	328.1	341.6	4.1	122.5	4.0	9,321,328	37.2	57,665	76,092	3,156,406	16.1	23,088	25,767	.1683	.1636
VINELAND–MILLVILLE–BRIDGETON	**138.5**	**141.6**	**2.2**	**47.8**	**1.1**	**2,344,714**	**28.3**	**38,628**	**49,053**	**1,234,541**	**19.2**	**21,902**	**25,827**	**.0543**	**.0508**
Cumberland	138.5	141.6	2.2	47.8	1.1	2,344,714	28.3	38,628	49,053	1,234,541	19.2	21,902	25,827	.0543	.0508
TOTAL METRO COUNTIES	**7,768.8**	**8,006.1**	**3.1**	**2,883.5**	**2.6**	**192,506,791**	**32.2**	**51,819**	**66,762**	**74,964,853**	**18.2**	**22,579**	**25,998**	**3.7525**	**3.5714**
TOTAL STATE	**7,768.8**	**8,006.1**	**3.1**	**2,883.5**	**2.6**	**192,506,791**	**32.2**	**51,819**	**66,762**	**74,964,853**	**18.2**	**22,579**	**25,998**	**3.7525**	**3.5714**
NEW MEXICO															
ALBUQUERQUE	**491.3**	**553.9**	**12.7**	**216.9**	**14.3**	**8,718,014**	**44.2**	**31,860**	**40,194**	**5,550,157**	**41.1**	**20,723**	**25,589**	**.1909**	**.2032**
Bernalillo	491.3	553.9	12.7	216.9	14.3	8,718,014	44.2	31,860	40,194	5,550,157	41.1	20,723	25,589	.1909	.2032
LAS CRUCES	**138.6**	**158.8**	**14.6**	**52.8**	**14.5**	**1,730,694**	**41.5**	**26,540**	**32,778**	**788,362**	**28.1**	**13,350**	**14,931**	**.0388**	**.0403**
Dona Ana	138.6	158.8	14.6	52.8	14.5	1,730,694	41.5	26,540	32,778	788,362	28.1	13,350	14,931	.0388	.0403
SANTA FE	**118.7**	**128.9**	**8.6**	**50.2**	**9.8**	**2,678,018**	**51.8**	**38,596**	**53,347**	**1,150,540**	**30.9**	**19,233**	**22,919**	**.0492**	**.0523**
Los Alamos	18.1	18.2	.6	7.4	2.8	600,814	49.1	55,956	81,191	129,250	53.8	11,670	17,466	.0085	.0093
Santa Fe	100.6	110.7	10.0	42.8	11.2	2,077,204	52.6	35,350	48,533	1,021,290	28.5	20,648	23,562	.0407	.0430
TOTAL METRO COUNTIES	**748.6**	**841.6**	**12.4**	**319.9**	**13.6**	**13,126,726**	**45.3**	**32,082**	**41,034**	**7,489,059**	**38.0**	**19,274**	**23,411**	**.2789**	**.2958**
TOTAL STATE	**1,534.8**	**1,656.6**	**7.9**	**598.4**	**8.8**	**23,002,084**	**40.5**	**29,756**	**38,439**	**12,668,397**	**35.1**	**17,044**	**21,170**	**.5119**	**.5261**

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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
NEW YORK															
ALBANY-SCHENECTADY-TROY	**879.9**	**912.2**	**3.7**	**352.4**	**4.3**	**17,842,265**	**31.1**	**40,273**	**50,631**	**8,775,155**	**24.6**	**20,843**	**24,901**	**.3816**	**.3668**
Albany	293.1	296.1	1.0	118.1	1.8	6,270,165	28.6	42,027	53,092	4,000,563	27.5	27,042	33,874	.1451	.1385
Greene	45.1	46.8	3.8	17.5	4.8	689,354	25.9	32,781	39,392	390,479	28.7	18,166	22,313	.0165	.0157
Montgomery	51.9	51.5	–.8	20.3	.5	824,235	23.1	33,149	40,603	402,922	29.4	15,416	19,848	.0188	.0176
Rensselaer	154.6	156.0	.9	58.5	1.4	2,800,431	27.2	38,156	47,871	1,075,097	26.5	14,725	18,378	.0579	.0548
Saratoga	185.9	212.4	14.3	78.2	14.7	4,251,682	45.5	42,842	54,369	1,607,208	23.6	19,061	20,553	.0782	.0809
Schenectady	149.3	149.4	.1	59.8	1.0	3,006,398	25.4	40,483	50,274	1,298,886	13.6	19,320	21,721	.0651	.0593
BINGHAMTON	**264.4**	**264.4**	**.0**	**101.6**	**1.0**	**5,133,151**	**27.0**	**40,177**	**50,523**	**2,429,281**	**25.4**	**19,563**	**23,910**	**.1116**	**.1044**
Broome	211.8	210.2	–.8	81.9	.2	4,041,705	25.4	39,444	49,349	2,105,914	21.5	21,210	25,713	.0918	.0848
Tioga	52.6	54.2	3.0	19.7	4.2	1,091,446	33.2	43,347	55,403	323,367	37.5	12,443	16,415	.0198	.0196
BUFFALO	**966.3**	**955.5**	**–1.1**	**377.2**	**.3**	**15,848,936**	**15.7**	**36,421**	**42,017**	**7,752,516**	**14.3**	**18,031**	**20,553**	**.3854**	**.3363**
Erie	966.3	955.5	–1.1	377.2	.3	15,848,936	15.7	36,421	42,017	7,752,516	14.3	18,031	20,553	.3854	.3363
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA	***1,186.9***	***1,175.9***	***–.9***	***463.4***	***.6***	***19,322,925***	***16.4***	***36,030***	***41,698***	***9,534,454***	***15.9***	***17,860***	***20,575***	***.4686***	***.4118***
ELMIRA	**95.4**	**96.6**	**1.3**	**36.2**	**2.3**	**1,390,008**	**18.2**	**33,222**	**38,398**	**765,643**	**11.3**	**19,436**	**21,150**	**.0358**	**.0314**
Chemung	95.4	96.6	1.3	36.2	2.3	1,390,008	18.2	33,222	38,398	765,643	11.3	19,436	21,150	.0358	.0314
GLENS FALLS	**119.6**	**125.7**	**5.1**	**45.5**	**5.1**	**1,929,899**	**28.4**	**34,707**	**42,415**	**1,299,641**	**25.6**	**23,904**	**28,564**	**.0483**	**.0460**
Warren	59.7	62.6	4.9	23.9	4.8	1,050,982	29.3	35,663	43,974	944,445	24.5	33,273	39,517	.0290	.0275
Washington	59.9	63.1	5.3	21.6	5.4	878,917	27.4	33,643	40,691	355,196	28.5	13,483	16,444	.0193	.0185
JAMESTOWN-DUNKIRK	**141.4**	**139.2**	**–1.6**	**53.2**	**–.6**	**1,977,188**	**17.3**	**31,505**	**37,165**	**1,076,095**	**26.5**	**15,895**	**20,227**	**.0495**	**.0449**
Chautauqua	141.4	139.2	–1.6	53.2	–.6	1,977,188	17.3	31,505	37,165	1,076,095	26.5	15,895	20,227	.0495	.0449
NASSAU-SUFFOLK	**2,616.2**	**2,665.0**	**1.9**	**863.6**	**.6**	**70,344,691**	**30.8**	**62,636**	**81,455**	**35,219,796**	**35.2**	**30,347**	**40,783**	**1.4095**	**1.3828**
Nassau	1,285.6	1,279.5	–.5	426.9	–.9	37,500,691	28.9	67,497	87,844	19,962,758	38.4	33,465	46,762	.7576	.7413
Suffolk	1,330.6	1,385.5	4.1	436.7	2.1	32,844,000	33.0	57,737	75,210	15,257,038	31.2	27,205	34,937	.6519	.6415

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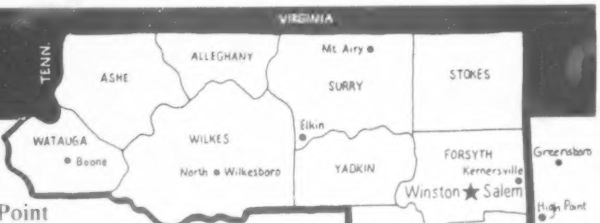
S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
NEW YORK	**8,592.1**	**8,879.4**	**3.3**	**3,206.9**	**1.1**	**175,644,823**	**28.0**	**41,947**	**53,115**	**65,714,080**	**33.2**	**15,080**	**19,872**	**3.4639**	**3.3445**
Bronx	1,210.7	1,258.0	3.9	430.2	.8	14,692,601	19.8	28,734	34,153	4,111,344	29.7	7,430	9,557	.3243	.3016
Kings	2,311.6	2,386.8	3.3	833.6	.2	33,852,330	25.5	32,413	40,610	10,275,354	37.0	9,013	12,326	.6943	.6661
New York (Manhattan)	1,497.7	1,555.8	3.9	737.6	2.2	47,418,124	34.1	49,015	64,287	25,173,871	38.9	25,122	34,129	.9256	.9317
Putnam	84.7	89.2	5.3	29.5	3.9	2,131,856	33.5	56,245	72,266	603,045	24.0	17,119	20,442	.0376	.0368
Queens	1,962.4	2,027.7	3.3	729.8	.8	35,028,715	22.4	39,512	47,998	10,687,633	31.6	11,216	14,645	.7003	.6564
Richmond	383.0	407.1	6.3	139.2	5.5	8,730,840	34.7	49,152	62,722	2,566,457	28.0	15,203	18,437	.1564	.1549
Rockland	265.7	268.4	1.0	85.0	.1	7,163,299	30.5	64,667	84,274	2,497,292	33.9	21,962	29,380	.1306	.1270
Westchester	876.3	886.4	1.2	322.0	.4	26,627,058	30.5	63,626	82,693	9,799,084	21.8	25,084	30,432	.4948	.4700
NEW YORK–NORTHERN NEW JERSEY–LONG ISLAND CONSOLIDATED AREA	***18,030.9***	***18,529.0***	***2.8***	***6,687.8***	***1.3***	***422,868,733***	***30.1***	***49,252***	***63,230***	***168,068,599***	***27.1***	***20,028***	***25,131***	***8.2775***	***7.9583***
NIAGARA FALLS	**220.6**	**220.4**	**–.1**	**86.2**	**1.8**	**3,473,989**	**19.6**	**34,296**	**40,301**	**1,781,938**	**23.0**	**17,099**	**20,672**	**.0832**	**.0755**
Niagara	220.6	220.4	–.1	86.2	1.8	3,473,989	19.6	34,296	40,301	1,781,938	23.0	17,099	20,672	.0832	.0755
ORANGE COUNTY	**312.7**	**342.8**	**9.6**	**112.0**	**8.4**	**6,156,792**	**37.6**	**43,315**	**54,971**	**2,945,221**	**21.9**	**23,393**	**26,297**	**.1290**	**.1275**
Orange	312.7	342.8	9.6	112.0	8.4	6,156,792	37.6	43,315	54,971	2,945,221	21.9	23,393	26,297	.1290	.1275
POUGHKEEPSIE	**262.2**	**278.1**	**6.1**	**96.0**	**6.0**	**6,101,381**	**35.7**	**49,624**	**63,556**	**2,918,482**	**36.6**	**23,588**	**30,401**	**.1206**	**.1218**
Dutchess	262.2	278.1	6.1	96.0	6.0	6,101,381	35.7	49,624	63,556	2,918,482	36.6	23,588	30,401	.1206	.1218
ROCHESTER	**1,004.9**	**1,022.5**	**1.9**	**384.4**	**2.4**	**18,995,684**	**21.0**	**41,819**	**49,416**	**9,505,951**	**24.4**	**20,355**	**24,729**	**.4314**	**.3968**
Livingston	62.8	65.1	3.7	22.3	4.2	965,678	21.8	37,053	43,304	391,560	15.7	15,809	17,559	.0219	.0201
Monroe	715.0	724.1	1.3	277.5	1.9	14,112,975	20.2	43,108	50,858	7,304,979	24.7	21,503	26,324	.3221	.2948
Ontario	95.5	98.0	2.6	36.2	3.1	1,755,282	25.0	40,016	48,488	1,003,317	17.4	24,339	27,716	.0418	.0385
Orleans	42.1	43.9	4.3	15.2	4.8	714,507	27.3	38,710	47,007	199,293	22.1	11,260	13,111	.0142	.0134
Wayne	89.5	92.4	3.2	33.2	3.4	1,447,242	20.4	37,438	43,592	606,802	41.1	13,398	18,277	.0314	.0300
SYRACUSE	**661.0**	**670.8**	**1.5**	**248.8**	**1.8**	**11,586,317**	**22.4**	**38,734**	**46,569**	**6,173,429**	**26.9**	**19,908**	**24,813**	**.2685**	**.2500**
Madison	69.4	71.4	2.9	24.4	3.0	1,058,637	22.8	36,386	43,387	419,193	15.3	15,334	17,180	.0238	.0218
Onondaga	469.1	472.2	.7	180.1	1.2	8,464,723	20.9	39,343	47,000	4,824,706	24.8	21,725	26,789	.2016	.1852
Oswego	122.5	127.2	3.8	44.3	3.7	2,062,957	28.8	37,498	46,568	929,530	46.4	14,874	20,983	.0431	.0430
UTICA–ROME	**316.3**	**314.5**	**–.6**	**118.1**	**.7**	**4,793,031**	**19.9**	**34,083**	**40,585**	**2,549,990**	**23.2**	**17,638**	**21,592**	**.1166**	**.1064**
Herkimer	65.8	65.6	–.3	25.2	1.2	973,698	21.9	32,079	38,639	451,048	23.9	14,614	17,899	.0226	.0210
Oneida	250.5	248.9	–.6	92.9	.5	3,819,333	19.4	34,622	41,112	2,098,942	23.1	18,453	22,594	.0940	.0854
TOTAL METRO COUNTIES	**16,453.0**	**16,888.1**	**2.6**	**6,182.1**	**1.5**	**341,218,155**	**27.5**	**43,948**	**55,195**	**148,907,218**	**30.3**	**18,766**	**24,087**	**7.0349**	**6.7351**
TOTAL STATE	**18,065.5**	**18,547.1**	**2.7**	**6,778.7**	**1.7**	**365,371,759**	**27.3**	**43,047**	**53,900**	**162,170,168**	**30.3**	**18,667**	**23,923**	**7.6084**	**7.2810**
NORTH CAROLINA															
ASHEVILLE	**175.9**	**182.3**	**3.6**	**75.1**	**5.3**	**2,993,215**	**36.7**	**30,711**	**39,856**	**1,568,250**	**15.9**	**18,973**	**20,882**	**.0678**	**.0650**
Buncombe	175.9	182.3	3.6	75.1	5.3	2,993,215	36.7	30,711	39,856	1,568,250	15.9	18,973	20,882	.0678	.0650
BURLINGTON	**109.0**	**113.7**	**4.3**	**45.5**	**5.8**	**1,726,855**	**31.0**	**30,660**	**37,953**	**1,033,806**	**11.8**	**21,500**	**22,721**	**.0429**	**.0397**
Alamance	109.0	113.7	4.3	45.5	5.8	1,726,855	31.0	30,660	37,953	1,033,806	11.8	21,500	22,721	.0429	.0397
CHARLOTTE–GASTONIA–ROCK HILL	**1,181.4**	**1,294.0**	**9.5**	**495.5**	**10.5**	**22,818,510**	**44.1**	**35,313**	**46,051**	**10,439,575**	**19.0**	**19,561**	**21,069**	**.4657**	**.4687**
Cabarrus	99.9	105.7	5.8	40.3	6.3	1,717,093	38.3	32,770	42,608	781,502	13.8	18,113	19,392	.0370	.0360
Gaston	176.0	181.8	3.3	68.2	3.8	2,942,049	35.5	33,040	43,139	1,424,943	22.6	17,695	20,894	.0643	.0626
Lincoln	51.1	55.4	8.4	20.7	8.4	966,769	48.3	34,138	46,704	330,555	25.5	13,792	15,969	.0178	.0185
Mecklenburg	523.9	596.2	13.8	236.0	15.0	11,729,260	49.8	38,153	49,700	5,650,206	17.9	23,355	23,942	.2332	.2393
Rowan	111.4	116.0	4.1	45.2	5.6	1,734,709	33.0	30,484	38,379	584,261	7.1	12,741	12,926	.0365	.0343
Union	85.5	93.4	9.2	32.5	9.1	1,418,848	39.6	34,097	43,657	541,529	21.1	15,004	16,662	.0287	.0287
York, S. C.	*133.6*	*145.5*	*8.9*	*52.6*	*10.0*	*2,309,782*	*42.9*	*33,814*	*43,912*	*1,126,579*	*29.2*	*18,237*	*21,418*	*.0482*	*.0493*

NORTH TO VIRGINIA
WEST TO TENNESSEE



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N.C. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/90 Total Pop (Thous.)	12/31/95 Total Pop (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	EFFECTIVE BUYING INCOME 1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	RETAIL SALES 1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BUYING POWER INDEX 1990	BUYING POWER INDEX 1995
FAYETTEVILLE	**275.8**	**286.1**	**3.7**	**95.4**	**3.7**	**3,880,542**	**31.6**	**32,053**	**40,677**	**1,929,732**	**12.1**	**18,704**	**20,228**	**.0927**	**.0866**
Cumberland	275.8	286.1	3.7	95.4	3.7	3,880,542	31.6	32,053	40,677	1,929,732	12.1	18,704	20,228	.0927	.0866
GREENSBORO–WINSTON-SALEM–HIGH POINT	**949.6**	**995.1**	**4.8**	**398.4**	**6.2**	**18,356,051**	**39.7**	**35,009**	**46,074**	**8,328,163**	**14.8**	**19,227**	**20,904**	**.3838**	**.3730**
Davidson	127.8	134.5	5.2	52.5	6.3	2,077,724	35.5	31,040	39,576	674,461	10.6	12,349	12,847	.0422	.0405
Davie	28.1	29.6	5.3	11.6	6.4	504,143	39.3	33,208	43,461	154,019	39.2	10,150	13,278	.0093	.0095
Forsyth	267.8	279.4	4.3	114.9	6.2	5,470,169	39.8	36,159	47,608	2,979,551	21.4	22,685	25,932	.1179	.1161
Guilford	349.9	365.0	4.3	146.5	5.6	7,339,974	41.0	37,528	50,102	3,669,199	10.1	24,037	25,046	.1577	.1508
Randolph	107.8	115.4	7.1	44.9	7.9	1,743,125	36.5	30,707	38,822	578,062	14.2	12,165	12,874	.0353	.0344
Stokes	37.5	39.4	5.1	15.2	7.0	750,323	51.1	34,975	49,363	126,822	22.0	7,323	8,344	.0118	.0125
Yadkin	30.7	31.[illegible]	3.6	12.8	4.9	470,593	35.1	28,557	36,765	146,049	10.2	10,860	11,410	.0096	.0092
HICKORY–MORGANTON	**223.4**	**233.3**	**4.4**	**90.3**	**5.2**	**3,883,572**	**38.4**	**32,710**	**43,007**	**1,982,733**	**23.8**	**18,669**	**21,957**	**.0846**	**.0833**
Alexander	27.8	29.1	4.7	11.0	5.8	383,745	29.8	28,436	34,886	135,861	25.8	10,384	12,351	.0083	.0079
Burke	76.1	78.2	2.8	30.3	3.4	1,157,857	31.9	29,959	38,213	522,526	24.6	14,312	17,245	.0256	.0246
Catawba	119.5	126.0	5.4	49.0	6.3	2,341,970	43.4	35,422	47,795	1,324,346	23.3	23,308	27,027	.0507	.0508
JACKSONVILLE	**151.5**	**163.4**	**7.9**	**45.1**	**9.2**	**1,590,704**	**28.9**	**29,886**	**35,271**	**833,073**	**11.9**	**18,032**	**18,472**	**.0422**	**.0396**
Onslow	151.5	163.4	7.9	45.1	9.2	1,590,704	28.9	29,886	35,271	833,073	11.9	18,032	18,472	.0422	.0396
RALEIGH–DURHAM	**750.2**	**837.0**	**11.6**	**333.3**	**13.5**	**17,763,265**	**55.0**	**39,020**	**53,295**	**7,467,790**	**22.5**	**20,748**	**22,406**	**.3247**	**.3438**
Durham	184.0	197.1	7.1	80.0	9.3	4,367,069	54.1	38,727	54,588	1,710,964	22.8	19,028	21,387	.0783	.0822
Franklin	36.9	39.6	7.3	15.1	10.2	585,380	49.7	28,550	38,767	146,716	20.5	8,891	9,716	.0106	.0111
Orange	95.2	102.9	8.1	40.3	9.8	1,770,727	40.2	34,413	43,939	731,638	20.6	16,533	18,155	.0356	.0356
Wake	434.1	497.4	14.6	197.9	16.3	11,040,089	58.4	40,983	55,786	4,878,472	22.8	23,353	24,651	.2002	.2149
WILMINGTON	**121.4**	**128.1**	**5.5**	**51.9**	**6.8**	**1,854,209**	**28.3**	**29,744**	**35,727**	**1,268,648**	**15.3**	**22,632**	**24,444**	**.0486**	**.0451**
New Hanover	121.4	128.1	5.5	51.9	6.8	1,854,209	28.3	29,744	35,727	1,268,648	15.3	22,632	24,444	.0486	.0451
TOTAL METRO COUNTIES	**3,804.6**	**4,087.5**	**7.4**	**1,577.9**	**8.7**	**72,557,141**	**43.0**	**34,969**	**45,983**	**33,725,191**	**17.6**	**19,765**	**21,373**	**1.5048**	**1.4955**
TOTAL STATE	**6,693.1**	**7,076.8**	**5.7**	**2,727.2**	**7.3**	**112,321,360**	**39.2**	**31,725**	**41,186**	**54,682,894**	**19.5**	**17,995**	**20,051**	**2.4459**	**2.4028**

NORTH DAKOTA

METRO AREA County	12/31/90 Total Pop (Thous.)	12/31/95 Total Pop (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BUYING POWER INDEX 1990	BUYING POWER INDEX 1995
BISMARCK	**83.8**	**84.4**	**.7**	**32.1**	**2.2**	**1,423,250**	**31.8**	**34,386**	**44,338**	**1,078,353**	**54.7**	**22,198**	**33,594**	**.0336**	**.0348**
Burleigh	60.3	61.9	2.7	23.7	3.9	1,168,444	36.1	37,655	49,301	866,042	57.1	24,183	36,542	.0263	.0278
Morton	23.5	22.5	–4.3	8.4	–2.3	254,806	15.2	25,719	30,334	212,311	45.8	16,935	25,275	.0073	.0070
FARGO–MOORHEAD	**154.4**	**161.2**	**4.4**	**61.4**	**5.5**	**2,596,008**	**32.3**	**33,705**	**42,280**	**1,895,057**	**46.2**	**22,275**	**30,864**	**.0618**	**.0631**
Cass	103.9	109.9	5.8	43.5	6.9	1,938,059	36.9	34,777	44,553	1,529,426	51.3	24,842	35,159	.0452	.0478
Clay, Minn.	*50.5*	*51.3*	*1.6*	*17.9*	*2.3*	*657,949*	*20.5*	*31,213*	*36,757*	*365,631*	*28.1*	*16,304*	*20,426*	*.0166*	*.0153*
GRAND FORKS	**71.0**	**73.5**	**3.5**	**26.5**	**3.9**	**1,583,419**	**54.6**	**40,167**	**59,752**	**1,083,543**	**69.0**	**25,139**	**40,888**	**.0309**	**.0357**
Grand Forks	71.0	73.5	3.5	26.5	3.9	1,583,419	54.6	40,167	59,752	1,083,543	69.0	25,139	40,888	.0309	.0357
TOTAL METRO COUNTIES	**258.7**	**267.8**	**3.5**	**102.1**	**4.6**	**4,944,728**	**40.5**	**36,059**	**48,430**	**3,691,323**	**57.1**	**24,069**	**36,154**	**.1097**	**.1183**
TOTAL STATE	**636.2**	**629.5**	**–1.1**	**241.3**	**.6**	**10,392,439**	**33.6**	**32,444**	**43,069**	**6,796,546**	**52.1**	**18,630**	**28,166**	**.2361**	**.2421**

OHIO

METRO AREA County	12/31/90 Total Pop (Thous.)	12/31/95 Total Pop (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BUYING POWER INDEX 1990	BUYING POWER INDEX 1995
AKRON	**658.6**	**665.8**	**1.1**	**254.6**	**2.0**	**11,141,321**	**28.7**	**34,668**	**43,760**	**5,260,616**	**21.3**	**17,361**	**20,662**	**.2482**	**.2334**
Portage	143.2	147.0	2.7	50.8	2.6	2,679,754	39.4	38,829	52,751	899,865	26.4	14,384	17,714	.0507	.0506
Summit	515.4	518.8	.7	203.8	1.8	8,461,567	25.6	33,640	41,519	4,360,751	20.4	18,098	21,397	.1975	.1828
CANTON	**394.2**	**395.4**	**.3**	**151.3**	**1.3**	**5,954,694**	**23.8**	**32,229**	**39,357**	**3,126,624**	**19.2**	**17,573**	**20,665**	**.1436**	**.1317**
Carroll	26.6	27.1	1.9	10.0	3.1	351,795	25.8	28,821	35,180	151,265	38.4	11,267	15,127	.0079	.0076
Stark	367.6	368.3	.2	141.3	1.2	5,602,899	23.6	32,466	39,653	2,975,359	18.3	18,011	21,057	.1357	.1241
CINCINNATI	**1,457.8**	**1,493.4**	**2.4**	**568.5**	**3.3**	**29,801,900**	**41.8**	**38,191**	**52,422**	**14,201,271**	**30.5**	**19,776**	**24,980**	**.5971**	**.6046**
Clermont	152.1	164.0	7.8	58.0	8.6	2,400,354	32.4	33,950	41,385	1,124,693	26.3	16,679	19,391	.0529	.0519
Hamilton	865.7	866.1	.0	342.9	1.2	19,063,883	41.5	39,779	55,596	9,117,231	28.1	21,007	26,589	.3796	.3804
Warren	115.5	125.1	8.3	43.5	9.6	2,322,680	46.1	40,046	53,395	916,863	41.8	16,292	21,077	.0426	.0454
Dearborn, Ind.	*39.2*	*41.5*	*5.9*	*14.6*	*5.8*	*596,799*	*37.4*	*31,480*	*40,877*	*277,826*	*38.9*	*14,496*	*19,029*	*.0126*	*.0128*
Boone, Ky.	*58.7*	*65.3*	*11.2*	*23.0*	*12.2*	*1,128,073*	*49.7*	*36,762*	*49,047*	*1,028,582*	*33.2*	*37,680*	*44,721*	*.0283*	*.0297*
Campbell, Ky.	*84.1*	*85.6*	*1.8*	*32.2*	*2.9*	*1,693,397*	*49.9*	*36,096*	*52,590*	*619,163*	*35.1*	*14,640*	*19,229*	*.0304*	*.0321*
Kenton, Ky.	*142.5*	*145.8*	*2.3*	*54.3*	*2.6*	*2,596,714*	*42.5*	*34,455*	*47,822*	*1,116,913*	*39.7*	*15,116*	*20,569*	*.0507*	*.0523*
CINCINNATI–HAMILTON CONSOLIDATED AREA	***1,752.0***	***1,803.7***	***3.0***	***679.8***	***3.6***	***34,366,757***	***39.8***	***37,474***	***50,554***	***16,035,803***	***28.8***	***18,987***	***23,589***	***.6976***	***.6991***
CLEVELAND	**1,825.8**	**1,801.3**	**–1.3**	**707.7**	**–.3**	**35,608,638**	**30.9**	**38,296**	**50,316**	**15,867,514**	**21.4**	**18,411**	**22,421**	**.7509**	**.7098**
Cuyahoga	1,404.6	1,366.4	–2.7	551.9	–1.5	27,205,327	30.1	37,333	49,294	12,239,873	21.2	18,033	22,178	.5785	.5431
Geauga	81.9	86.6	5.7	28.9	6.3	1,803,470	39.4	47,573	62,404	424,135	19.1	13,093	14,676	.0308	.0309
Lake	215.8	218.0	1.0	82.4	2.4	4,024,344	27.7	39,141	48,839	2,216,633	20.2	22,915	26,901	.0928	.0866
Medina	123.5	130.3	5.5	44.5	5.5	2,575,497	40.3	43,488	57,876	986,873	28.0	18,264	22,177	.0488	.0492
CLEVELAND–AKRON–LORAIN CONSOLIDATED AREA	***2,755.7***	***2,740.4***	***–.6***	***1,059.3***	***.3***	***51,128,926***	***30.1***	***37,221***	***48,267***	***23,159,447***	***21.8***	***18,006***	***21,863***	***1.0967***	***1.0355***
COLUMBUS	**1,389.7**	**1,465.0**	**5.4**	**559.3**	**5.6**	**25,950,854**	**38.4**	**35,412**	**46,399**	**13,673,463**	**29.4**	**19,961**	**24,447**	**.5542**	**.5554**
Delaware	68.1	75.0	10.1	26.0	10.6	1,347,230	45.9	39,280	51,817	372,756	21.1	13,103	14,337	.0238	.0245
Fairfield	104.5	110.4	5.6	39.3	5.6	1,575,161	29.3	32,740	40,080	595,224	18.0	13,562	15,146	.0341	.0324
Franklin	970.0	1,023.6	5.5	404.1	5.7	19,027,497	39.4	35,711	47,086	10,976,185	30.0	22,090	27,162	.4125	.4151
Licking	128.9	132.6	2.9	49.0	3.2	2,087,018	31.1	33,527	42,592	1,094,681	38.8	16,602	22,340	.0461	.0458
Madison	37.3	38.9	4.3	12.7	5.0	514,119	31.6	32,278	40,482	209,918	9.8	15,798	16,529	.0117	.0111
Pickaway	48.6	50.4	3.7	16.4	4.5	689,828	33.5	32,915	42,063	240,597	24.5	12,310	14,671	.0145	.0141
Union	32.3	34.1	5.6	11.8	5.4	710,001	55.2	40,850	60,170	184,101	32.4	12,412	15,602	.0115	.0124

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
DAYTON–SPRINGFIELD	**953.8**	**970.6**	**1.8**	**373.0**	**2.1**	**17,292,839**	**32.2**	**35,540**	**46,261**	**8,613,676**	**27.1**	**18,560**	**23,090**	**.3741**	**.3635**
Clark	147.6	148.2	.4	55.5	.5	2,427,879	31.5	33,445	43,746	1,277,625	31.6	17,592	23,020	.0542	.0527
Greene	137.5	142.1	3.3	50.5	3.9	2,891,849	42.5	41,742	57,264	1,030,277	32.1	16,052	20,402	.0530	.0542
Miami	93.6	96.0	2.6	35.6	2.6	1,643,597	34.6	35,180	46,168	801,397	27.5	18,107	22,511	.0354	.0347
Montgomery	575.1	584.3	1.6	231.4	2.1	10,329,514	31.0	34,775	44,639	5,504,377	25.1	19,403	23,787	.2315	.2219
HAMILTON–MIDDLETOWN	**294.2**	**310.3**	**5.5**	**111.3**	**5.4**	**4,564,857**	**28.1**	**33,741**	**41,014**	**1,834,532**	**16.8**	**14,877**	**16,483**	**.1005**	**.0945**
Butler	294.2	310.3	5.5	111.3	5.4	4,564,857	28.1	33,741	41,014	1,834,532	16.8	14,877	16,483	.1005	.0945
LIMA	**154.6**	**156.8**	**1.4**	**56.6**	**2.0**	**2,401,861**	**30.2**	**33,234**	**42,436**	**1,686,458**	**41.6**	**21,455**	**29,796**	**.0585**	**.0583**
Allen	109.8	110.5	.6	39.8	1.0	1,681,680	28.6	33,199	42,253	1,357,561	44.5	23,853	34,110	.0431	.0430
Auglaize	44.8	46.3	3.3	16.8	4.3	720,181	34.3	33,320	42,868	328,897	31.1	15,587	19,577	.0154	.0153
LORAIN–ELYRIA	**271.3**	**273.3**	**.7**	**97.0**	**.9**	**4,378,967**	**26.9**	**35,906**	**45,144**	**2,031,357**	**26.6**	**16,693**	**20,942**	**.0976**	**.0923**
Lorain	271.3	273.3	.7	97.0	.9	4,378,967	26.9	35,906	45,144	2,031,357	26.6	16,693	20,942	.0976	.0923
MANSFIELD	**126.0**	**126.0**	**.0**	**48.0**	**1.1**	**1,960,515**	**28.1**	**32,227**	**40,844**	**1,301,793**	**35.2**	**20,272**	**27,121**	**.0479**	**.0463**
Richland	126.0	126.0	.0	48.0	1.1	1,960,515	28.1	32,227	40,844	1,301,793	35.2	20,272	27,121	.0479	.0463
PARKERSBURG–MARIETTA	**148.4**	**144.4**	**–2.7**	**56.6**	**–1.6**	**2,281,488**	**31.9**	**30,084**	**40,309**	**1,255,690**	**26.3**	**18,669**	**23,952**	**.0544**	**.0520**
Washington	62.1	61.2	–1.4	23.6	.0	882,317	24.4	30,049	37,386	393,407	12.4	14,836	16,670	.0210	.0188
Wood, W. Va.	*86.3*	*83.2*	*–3.6*	*33.0*	*–2.7*	*1,399,171*	*37.1*	*30,109*	*42,399*	*962,283*	*33.0*	*21,337*	*29,160*	*.0334*	*.0332*
STEUBENVILLE–WEIRTON	**141.2**	**134.3**	**–4.9**	**53.0**	**–2.9**	**2,051,848**	**21.4**	**30,965**	**38,714**	**867,363**	**15.3**	**13,774**	**16,365**	**.0478**	**.0426**
Jefferson	79.6	75.8	–4.8	30.2	–2.6	1,134,757	17.5	31,165	37,575	566,238	14.5	15,950	18,750	.0283	.0249
Brooke, W. Va.	*26.7*	*25.3*	*–5.2*	*9.6*	*–4.0*	*345,537*	*22.1*	*28,288*	*35,993*	*123,011*	*17.0*	*10,517*	*12,814*	*.0079*	*.0070*
Hancock, W. Va.	*34.9*	*33.2*	*–4.9*	*13.2*	*–2.9*	*571,554*	*29.4*	*32,479*	*43,300*	*178,114*	*16.8*	*11,208*	*13,493*	*.0116*	*.0107*
TOLEDO	**614.8**	**620.8**	**1.0**	**223.6**	**1.1**	**10,498,437**	**29.5**	**35,087**	**44,942**	**6,030,236**	**32.5**	**19,703**	**25,814**	**.2404**	**.2327**
Fulton	38.7	39.7	2.6	14.0	2.9	710,944	38.9	37,624	50,782	369,574	51.2	17,967	26,398	.0145	.0151
Lucas	462.3	464.0	.4	178.5	.6	7,704,057	27.1	34,150	43,160	4,815,951	32.6	20,460	26,980	.1837	.1763
Wood	113.8	117.1	2.9	41.1	3.0	2,083,436	36.0	38,392	50,692	844,711	25.1	16,926	[illegible]	.0422	.0413
YOUNGSTOWN–WARREN	**490.2**	**477.7**	**–2.5**	**184.7**	**–.8**	**7,759,484**	**24.6**	**33,438**	**42,011**	**4,588,060**	**31.9**	**18,682**	**24,841**	**.1858**	**.1755**
Mahoning	263.3	254.9	–3.2	99.4	–1.1	[illegible]	16.9	29,479	34,855	2,483,348	30.5	18,942	24,983	.0949	.0869
Trumbull	226.9	222.8	–1.8	85.3	–.5	4,294,883	31.6	38,079	50,350	2,104,712	33.6	18,377	24,674	.0909	.0886
TOTAL METRO COUNTIES	**8,580.4**	**8,683.7**	**1.2**	**3,325.2**	**1.9**	**155,101,452**	**32.4**	**35,896**	**46,644**	**77,104,072**	**26.5**	**18,686**	**23,188**	**3.3698**	**3.2554**
TOTAL STATE	**10,864.4**	**10,996.7**	**1.2**	**4,171.3**	**1.9**	**188,544,463**	**32.0**	**34,892**	**45,200**	**92,880,953**	**26.9**	**17,880**	**22,267**	**4.1237**	**3.9801**

OKLAHOMA

METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BPI 1990	BPI 1995
ENID	**55.7**	**51.9**	**–6.8**	**20.6**	**–6.4**	**772,909**	**21.4**	**28,936**	**37,520**	**593,376**	**47.5**	**18,292**	**28,805**	**.0202**	**.0195**
Garfield	55.7	51.9	–6.8	20.6	–6.4	772,909	21.4	28,936	37,520	593,376	47.5	18,292	28,805	.0202	.0195
LAWTON	**111.2**	**111.1**	**–.1**	**37.3**	**–.5**	**1,603,260**	**40.6**	**30,408**	**42,983**	**1,106,242**	**62.3**	**18,176**	**29,658**	**.0365**	**.0392**
Comanche	111.2	111.1	–.1	37.3	–.5	1,603,260	40.6	30,408	42,983	1,106,242	62.3	18,176	29,658	.0365	.0392
OKLAHOMA CITY	**962.1**	**985.2**	**2.4**	**377.9**	**2.4**	**16,089,479**	**39.2**	**31,230**	**42,576**	**11,462,368**	**57.8**	**19,682**	**30,332**	**.3622**	**.3872**
Canadian	75.2	80.1	6.5	27.7	6.9	1,256,748	42.7	34,002	45,370	516,083	44.0	13,841	18,631	.0245	.0257
Cleveland	176.9	192.8	9.0	71.1	9.4	2,989,401	44.7	31,781	42,045	1,365,238	40.7	14,931	19,202	.0597	.0632
Logan	28.9	28.6	–1.0	10.0	–1.0	400,920	39.0	28,565	40,092	157,443	64.3	9,498	15,744	.0080	.0082
McClain	22.8	22.7	–.4	8.3	.0	309,836	35.3	27,583	37,330	180,540	63.6	13,299	21,752	.0069	.0071
Oklahoma	599.8	603.9	.7	239.7	.7	10,346,366	37.7	31,576	43,164	8,716,002	61.7	22,644	36,362	.2446	.2637
Pottawatomie	58.5	57.1	–2.4	21.1	–2.8	786,208	35.1	26,811	37,261	527,062	55.8	15,589	24,979	.0185	.0193
TULSA	**711.0**	**726.3**	**2.2**	**285.7**	**2.7**	**12,211,959**	**38.7**	**31,662**	**42,744**	**8,569,945**	**63.6**	**18,842**	**29,996**	**.2695**	**.2906**
Creek	60.7	59.8	–1.5	22.0	–1.8	960,257	42.4	30,108	43,648	340,733	61.5	9,417	15,488	.0180	.0188
Osage	41.3	39.6	–4.1	14.6	–4.6	515,755	24.6	27,050	35,326	119,249	35.3	5,761	8,168	.0106	.0099
Rogers	55.5	57.5	3.6	20.8	4.0	810,846	35.4	29,949	38,983	344,644	59.8	10,784	16,569	.0166	.0173
Tulsa	505.3	519.0	2.7	210.5	3.5	9,198,014	39.3	32,469	43,696	7,607,396	64.2	22,791	36,141	.2115	.2313
Wagoner	48.2	50.4	4.6	17.8	4.1	727,087	40.6	30,239	40,848	157,723	72.1	5,360	8,861	.0128	.0133
TOTAL METRO COUNTIES	**1,874.1**	**1,910.4**	**1.9**	**734.7**	**2.2**	**30,990,149**	**38.5**	**31,127**	**42,181**	**21,970,229**	**59.9**	**19,108**	**29,904**	**.6970**	**.7454**
TOTAL STATE	**3,143.0**	**3,149.5**	**.2**	**1,210.0**	**.4**	**46,663,210**	**36.0**	**28,472**	**38,565**	**31,825,564**	**57.4**	**16,780**	**26,302**	**1.0765**	**1.1278**

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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
OREGON															
EUGENE-SPRINGFIELD	**284.3**	**292.8**	**3.0**	**114.8**	**3.1**	**4,298,357**	**32.0**	**29,237**	**37,442**	**3,217,637**	**43.8**	**20,087**	**28,028**	**.1064**	**.1077**
Lane	284.3	292.8	3.0	114.8	3.1	4,298,357	32.0	29,237	37,442	3,217,637	43.8	20,087	28,028	.1064	.1077
MEDFORD	**148.0**	**156.8**	**5.9**	**61.6**	**6.4**	**2,244,033**	**36.4**	**28,405**	**36,429**	**2,111,210**	**47.4**	**24,732**	**34,273**	**.0590**	**.0618**
Jackson	148.0	156.8	5.9	61.6	6.4	2,244,033	36.4	28,405	36,429	2,111,210	47.4	24,732	34,273	.0590	.0618
PORTLAND	**1,252.0**	**1,324.1**	**5.8**	**518.2**	**5.4**	**27,716,622**	**50.8**	**37,362**	**53,486**	**15,841,091**	**46.5**	**21,984**	**30,569**	**.5418**	**.5902**
Clackamas	282.8	305.2	7.9	113.6	8.2	5,859,070	45.7	38,297	51,576	2,851,999	41.0	19,262	25,106	.1136	.1205
Multnomah	585.7	597.3	2.0	246.6	1.5	12,190,435	46.3	34,316	49,434	7,482,231	43.8	21,421	30,342	.2521	.2671
Washington	317.2	350.9	10.6	133.9	10.5	8,656,043	63.3	43,733	64,646	4,984,649	55.5	26,447	37,227	.1542	.1801
Yamhill	66.3	70.7	6.6	24.1	6.2	1,011,074	40.8	31,623	41,953	522,212	37.1	16,774	21,669	.0219	.0225
PORTLAND-VANCOUVER CONSOLIDATED AREA	***1,494.3***	***1,591.4***	***6.5***	***617.0***	***6.1***	***31,957,226***	***48.5***	***36,989***	***51,795***	***17,772,847***	***46.4***	***20,866***	***28,805***	***.6281***	***.6792***
SALEM	**280.5**	**295.5**	**5.3**	**107.4**	**4.7**	**3,755,619**	**30.0**	**28,148**	**34,969**	**2,796,398**	**50.5**	**18,112**	**26,037**	**.0946**	**.0969**
Marion	230.5	242.7	5.3	88.2	4.6	3,136,196	30.8	28,444	35,558	2,553,579	50.3	20,158	28,952	.0809	.0833
Polk	50.0	52.8	5.6	19.2	4.9	619,423	26.4	26,784	32,262	242,819	52.7	8,689	12,647	.0137	.0136
TOTAL METRO COUNTIES	**1,964.8**	**2,069.2**	**5.3**	**802.0**	**5.0**	**38,014,631**	**45.3**	**34,260**	**47,400**	**23,966,336**	**46.7**	**21,395**	**29,883**	**.8018**	**.8566**
TOTAL STATE	**2,863.5**	**2,989.7**	**4.4**	**1,160.6**	**4.4**	**50,752,243**	**41.6**	**32,232**	**43,729**	**32,672,381**	**45.7**	**20,159**	**28,151**	**1.1126**	**1.1692**
PENNSYLVANIA															
ALLENTOWN-BETHLEHEM-EASTON	**692.3**	**724.0**	**4.6**	**275.4**	**5.1**	**13,000,915**	**30.4**	**38,051**	**47,207**	**6,289,501**	**21.2**	**19,804**	**22,838**	**.2840**	**.2705**
Carbon	57.3	59.5	3.8	23.2	4.5	820,431	23.6	29,902	35,363	265,415	5.7	11,312	11,440	.0182	.0165
Lehigh	293.1	304.3	3.8	118.8	4.5	6,345,853	36.5	40,890	53,416	3,489,263	25.7	24,423	29,371	.1359	.1335
Northampton	249.6	263.7	5.6	97.4	6.0	4,010,730	24.6	35,029	41,178	1,679,495	18.3	15,442	17,243	.0895	.0832
Warren, N. J.	*92.3*	*96.5*	*4.6*	*36.0*	*5.0*	*1,823,901*	*26.6*	*42,010*	*50,664*	*855,328*	*15.1*	*21,674*	*23,759*	*.0404*	*.0373*
ALTOONA	**130.3**	**129.0**	**-1.0**	**50.4**	**.4**	**1,879,087**	**22.6**	**30,533**	**37,283**	**1,202,841**	**21.0**	**19,810**	**23,866**	**.0488**	**.0446**
Blair	130.3	129.0	-1.0	50.4	.4	1,879,087	22.6	30,533	37,283	1,202,841	21.0	19,810	23,866	.0488	.0446

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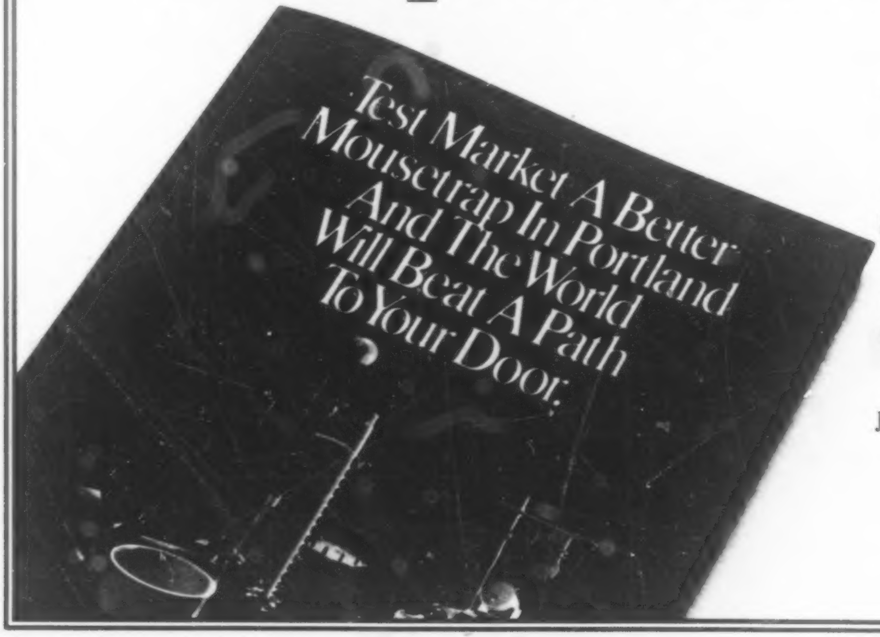
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S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
BEAVER COUNTY	**185.0**	**179.1**	**-3.2**	**71.1**	**-.6**	**2,733,194**	**16.9**	**32,701**	**38,442**	**1,038,913**	**12.0**	**12,973**	**14,612**	**.0635**	**.0554**
Beaver	185.0	179.1	-3.2	71.1	-.6	2,733,194	16.9	32,701	38,442	1,038,913	12.0	12,973	14,612	.0635	.0554
ERIE	**275.1**	**273.3**	**-.7**	**101.8**	**.4**	**4,851,791**	**29.6**	**36,925**	**47,660**	**2,262,903**	**24.8**	**17,876**	**22,229**	**.1056**	**.1002**
Erie	275.1	273.3	-.7	101.8	.4	4,851,791	29.6	36,925	47,660	2,262,903	24.8	17,876	22,229	.1056	.1002
HARRISBURG-LEBANON-CARLISLE	**591.5**	**611.4**	**3.4**	**237.5**	**4.3**	**12,189,849**	**36.0**	**39,388**	**51,226**	**5,937,110**	**20.2**	**21,697**	**24,998**	**.2573**	**.2487**
Cumberland	196.9	205.9	4.6	78.5	5.9	4,422,683	39.2	42,871	56,340	2,312,237	21.6	25,657	29,455	.0927	.0910
Dauphin	238.5	242.9	1.8	98.0	2.6	5,220,312	37.5	39,757	53,268	2,392,737	23.3	20,325	24,416	.1055	.1033
Lebanon	114.4	117.9	3.1	44.8	4.4	1,869,314	25.6	34,687	41,726	989,305	8.8	21,191	22,083	.0455	.0409
Perry	41.7	44.7	7.2	16.2	7.3	677,540	34.6	33,326	41,823	242,831	29.9	12,379	14,990	.0136	.0135
JOHNSTOWN	**239.7**	**231.6**	**-3.4**	**89.6**	**-1.5**	**2,817,783**	**15.4**	**26,836**	**31,448**	**1,535,828**	**15.9**	**14,557**	**17,141**	**.0760**	**.0663**
Cambria	161.7	154.6	-4.4	60.1	-2.3	1,897,047	14.4	26,965	31,565	1,070,643	14.2	15,248	17,814	.0522	.0450
Somerset	78.0	77.0	-1.3	29.5	.0	920,736	17.5	26,566	31,211	465,185	20.2	13,116	15,769	.0238	.0213
LANCASTER	**429.6**	**469.2**	**9.2**	**168.7**	**9.9**	**8,367,397**	**40.0**	**38,929**	**49,599**	**4,064,476**	**24.1**	**21,342**	**24,093**	**.1740**	**.1745**
Lancaster	429.6	469.2	9.2	168.7	9.9	8,367,397	40.0	38,929	49,599	4,064,476	24.1	21,342	24,093	.1740	.1745
PHILADELPHIA	**4,886.9**	**5,068.6**	**3.7**	**1,864.1**	**4.2**	**107,468,752**	**37.7**	**43,638**	**57,652**	**44,707,909**	**24.1**	**20,148**	**23,984**	**2.1031**	**2.0752**
Bucks	548.7	592.6	8.0	210.2	8.8	12,436,109	40.0	45,985	59,163	6,153,924	24.0	25,683	29,277	.2531	.2527
Chester	383.6	425.4	10.9	151.6	11.6	10,654,310	50.8	51,972	70,279	3,225,610	24.2	19,112	21,277	.1746	.1849
Delaware	548.9	557.2	1.5	207.5	2.8	12,791,817	38.2	45,841	61,647	5,812,766	33.0	21,641	28,013	.2486	.2496
Montgomery	682.3	707.3	3.7	271.0	5.6	17,911,150	36.8	51,040	66,093	9,267,426	26.0	28,675	34,197	.3637	.3581
Philadelphia	1,584.8	1,583.9	-.1	603.5	.1	28,441,461	36.0	34,692	47,128	9,677,782	25.0	12,842	16,036	.5537	.5408
Burlington, N. J.	*399.1*	*423.1*	*6.0*	*146.6*	*6.2*	*10,183,064*	*36.8*	*53,952*	*69,462*	*4,006,306*	*18.3*	*24,543*	*27,328*	*.1945*	*.1895*
Camden, N. J.	*506.7*	*530.5*	*4.7*	*188.3*	*4.5*	*10,574,010*	*32.7*	*44,221*	*56,155*	*4,397,748*	*17.9*	*20,692*	*23,355*	*.2161*	*.2065*
Gloucester, N. J.	*232.8*	*248.6*	*6.8*	*85.4*	*7.0*	*4,476,831*	*37.0*	*42,809*	*52,422*	*2,166,347*	*14.6*	*23,680*	*25,367*	*.0988*	*.0931*
PHILADELPHIA-WILMINGTON-TRENTON CONSOLIDATED AREA	***5,937.9***	***6,170.8***	***3.9***	***2,263.5***	***4.4***	***131,491,685***	***37.4***	***44,129***	***58,092***	***55,294,295***	***23.7***	***20,609***	***24,429***	***2.5826***	***2.5442***
PITTSBURGH	**2,047.2**	**1,994.4**	**-2.6**	**811.8**	**-.5**	**34,570,539**	**19.5**	**35,437**	**42,585**	**16,393,910**	**15.6**	**17,380**	**20,195**	**.8118**	**.7203**
Allegheny	1,330.0	1,294.2	-2.7	536.0	-.5	23,741,030	19.9	36,750	44,293	11,364,201	16.1	18,170	21,202	.5513	.4903
Fayette	144.5	139.5	-3.5	54.7	-2.0	1,682,942	15.3	26,155	30,767	1,182,809	26.7	16,737	21,624	.0479	.0430
Washington	203.6	198.3	-2.6	77.4	-.9	3,205,935	18.7	34,594	41,420	1,367,182	15.1	15,211	17,664	.0746	.0659
Westmoreland	369.1	362.4	-1.8	143.7	.1	5,940,632	19.7	34,575	41,341	2,479,718	9.0	15,845	17,256	.1380	.1211
PITTSBURGH-BEAVER VALLEY CONSOLIDATED AREA	***2,232.2***	***2,173.5***	***-2.6***	***882.9***	***-.5***	***37,303,733***	***19.3***	***35,216***	***42,251***	***17,432,823***	***15.4***	***17,025***	***19,745***	***.8753***	***.7757***
READING	**338.8**	**352.0**	**3.9**	**133.9**	**4.2**	**6,090,473**	**29.6**	**36,575**	**45,485**	**3,183,078**	**24.2**	**19,951**	**23,772**	**.1368**	**.1306**
Berks	338.8	352.0	3.9	133.9	4.2	6,090,473	29.6	36,575	45,485	3,183,078	24.2	19,951	23,772	.1368	.1306
SCRANTON-WILKES-BARRE	**736.3**	**745.7**	**1.3**	**288.3**	**2.5**	**11,948,802**	**30.9**	**32,445**	**41,446**	**6,679,177**	**25.6**	**18,894**	**23,167**	**.2773**	**.2660**
Columbia	63.3	63.7	.6	23.8	1.3	910,552	26.2	30,709	38,258	512,509	25.5	17,375	21,534	.0221	.0209
Lackawanna	218.5	215.1	-1.6	84.5	.2	3,634,392	30.0	33,154	43,011	2,104,694	27.3	19,612	24,908	.0847	.0809
Luzerne	327.5	323.1	-1.3	128.8	.5	5,247,023	28.7	31,797	40,738	2,715,675	21.3	17,464	21,084	.1215	.1138
Monroe	98.7	114.1	15.6	40.6	15.0	1,708,399	42.2	34,029	42,079	1,168,455	33.1	24,870	28,780	.0396	.0412
Wyoming	28.3	29.7	4.9	10.6	5.0	448,436	33.5	33,248	42,305	177,844	28.5	13,702	16,778	.0094	.0092
SHARON	**120.5**	**117.5**	**-2.5**	**45.0**	**-.9**	**1,813,070**	**18.4**	**33,732**	**40,290**	**785,254**	**11.6**	**15,492**	**17,450**	**.0432**	**.0378**
Mercer	120.5	117.5	-2.5	45.0	-.9	1,813,070	18.4	33,732	40,290	785,254	11.6	15,492	17,450	.0432	.0378
STATE COLLEGE	**124.6**	**129.5**	**3.9**	**44.4**	**3.3**	**1,755,088**	**24.5**	**32,782**	**39,529**	**899,812**	**9.3**	**19,139**	**20,266**	**.0438**	**.0396**
Centre	124.6	129.5	3.9	44.4	3.3	1,755,088	24.5	32,782	39,529	899,812	9.3	19,139	20,266	.0438	.0396
WILLIAMSPORT	**119.1**	**121.5**	**2.0**	**46.6**	**3.3**	**1,926,210**	**30.3**	**32,779**	**41,335**	**1,083,163**	**21.1**	**19,834**	**23,244**	**.0455**	**.0430**
Lycoming	119.1	121.5	2.0	46.6	3.3	1,926,210	30.3	32,779	41,335	1,083,163	21.1	19,834	23,244	.0455	.0430
YORK	**421.6**	**443.8**	**5.3**	**167.2**	**5.7**	**7,825,582**	**32.8**	**37,237**	**46,804**	**3,841,838**	**23.7**	**19,640**	**22,978**	**.1694**	**.1639**
Adams	79.1	84.0	6.2	30.3	6.7	1,444,115	38.3	36,755	47,661	368,209	12.5	11,524	12,152	.0266	.0261
York	342.5	359.8	5.1	136.9	5.5	6,381,467	31.7	37,343	46,614	3,473,629	25.0	21,415	25,373	.1428	.1378
TOTAL METRO COUNTIES	**10,107.6**	**10,291.9**	**1.8**	**3,939.5**	**2.8**	**192,180,726**	**31.8**	**38,057**	**48,783**	**88,479,984**	**22.3**	**18,882**	**22,460**	**4.0903**	**3.9102**
TOTAL STATE	**11,912.4**	**12,095.4**	**1.5**	**4,622.0**	**2.5**	**217,889,110**	**30.7**	**36,985**	**47,142**	**101,453,146**	**22.2**	**18,413**	**21,950**	**4.7094**	**4.4796**
RHODE ISLAND															
PROVIDENCE-PAWTUCKET-WOONSOCKET	**921.4**	**951.1**	**3.2**	**359.3**	**3.5**	**17,630,795**	**34.0**	**37,906**	**49,070**	**7,913,199**	**19.5**	**19,070**	**22,024**	**.3714**	**.3569**
Bristol	49.0	50.1	2.2	18.3	4.0	929,734	27.8	41,327	50,805	260,434	8.5	13,633	14,231	.0182	.0169
Kent	162.1	167.6	3.4	65.3	4.6	3,142,880	29.7	38,825	48,130	2,036,707	20.7	27,039	31,190	.0756	.0713
Providence	598.9	614.1	2.5	232.9	2.4	11,435,293	35.7	37,060	49,100	4,607,438	20.2	16,855	19,783	.2319	.2246
Washington	111.4	119.3	7.1	42.8	7.5	2,122,888	34.1	39,788	49,600	1,008,620	17.1	21,636	23,566	.0457	.0441
TOTAL METRO COUNTIES	**921.4**	**951.1**	**3.2**	**359.3**	**3.5**	**17,630,795**	**34.0**	**37,906**	**49,070**	**7,913,199**	**19.5**	**19,070**	**22,024**	**.3714**	**.3569**
TOTAL STATE	**1,008.9**	**1,040.8**	**3.2**	**392.9**	**3.4**	**19,561,762**	**34.2**	**38,358**	**49,788**	**8,776,453**	**19.8**	**19,276**	**22,338**	**.4102**	**.3948**
SOUTH CAROLINA															
ANDERSON	**146.2**	**152.2**	**4.1**	**58.7**	**5.0**	**2,299,217**	**35.5**	**30,344**	**39,169**	**1,331,279**	**29.2**	**18,436**	**22,679**	**.0530**	**.0523**
Anderson	146.2	152.2	4.1	58.7	5.0	2,299,217	35.5	30,344	39,169	1,331,279	29.2	18,436	22,679	.0530	.0523
CHARLESTON	**515.5**	**567.9**	**10.2**	**201.9**	**11.7**	**8,398,131**	**42.6**	**32,566**	**41,595**	**4,493,856**	**24.3**	**19,999**	**22,258**	**.1851**	**.1877**
Berkeley	131.5	148.5	12.9	49.2	13.6	1,895,544	43.1	30,582	38,527	526,011	46.8	8,276	10,691	.0352	.0378
Charleston	298.8	321.4	7.6	118.9	9.6	5,169,590	41.8	33,605	43,478	3,469,879	20.8	26,467	29,183	.1236	.1222
Dorchester	85.2	98.0	15.0	33.8	16.6	1,332,997	45.3	31,645	39,438	497,966	29.1	13,306	14,733	.0263	.0277

S.C. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
CHARLOTTE–GASTONIA–ROCK HILL	1,181.4	1,294.0	9.5	495.5	10.5	22,818,510	44.1	35,313	46,051	10,439,575	19.0	19,561	21,069	.4657	.4687
York	133.6	145.5	8.9	52.6	10.0	2,309,782	42.9	33,814	43,912	1,126,579	29.2	18,237	21,418	.0462	.0493
Cabarrus, N. C.	99.9	105.7	5.8	40.3	6.3	1,717,093	38.3	32,770	42,608	781,502	13.8	18,113	19,392	.0370	.0360
Gaston, N. C.	176.0	181.8	3.3	68.2	3.8	2,942,049	35.5	33,040	43,139	1,424,943	22.6	17,695	20,894	.0643	.06[illegible]
Lincoln, N. C.	51.1	55.4	8.4	20.7	8.4	966,769	48.3	34,138	46,704	330,555	25.5	13,792	15,969	.0178	.0185
Mecklenburg, N. C.	523.9	596.2	13.8	236.0	15.0	11,729,260	49.8	38,153	49,700	5,650,206	17.9	23,355	23,942	.2332	.2393
Rowan, N. C.	111.4	116.0	4.1	45.2	5.6	1,734,709	33.0	30,484	38,379	384,261	7.1	12,741	12,926	.0365	.0343
Union, N. C.	85.5	93.4	9.2	32.5	9.1	1,418,848	39.6	34,097	43,657	541,529	21.1	15,004	16,662	.0287	.0287
COLUMBIA	458.3	488.6	6.6	178.1	7.9	9,350,654	48.8	38,058	52,502	5,144,179	45.1	21,473	28,884	.1851	.1998
Lexington	171.2	192.4	12.4	71.2	13.0	3,664,469	54.4	37,662	51,467	1,703,425	59.1	16,994	23,925	.0653	.0745
Richland	287.1	296.2	3.2	106.9	4.7	5,686,185	45.4	38,302	53,192	3,440,754	39.0	24,236	32,187	.1198	.1253
FLORENCE	114.8	117.8	2.6	42.1	4.2	1,466,660	29.9	27,953	34,838	1,436,203	47.5	24,100	34,114	.0414	.0424
Florence	114.8	117.8	2.6	42.1	4.2	1,466,660	29.9	27,953	34,838	1,436,203	47.5	24,100	34,114	.0414	.0424
GREENVILLE–SPARTANBURG	647.5	685.9	5.9	261.0	7.2	10,784,165	38.3	32,028	41,319	5,959,533	23.7	19,779	22,833	.2431	.2400
Greenville	324.0	346.5	6.9	135.0	8.5	5,561,523	38.5	32,274	41,196	3,306,059	22.2	21,745	24,489	.1281	.1261
Pickens	95.0	101.1	6.4	36.3	7.1	1,678,419	45.5	34,039	46,237	532,635	19.2	13,186	14,673	.0315	.0321
Spartanburg	228.5	238.3	4.3	89.7	5.3	3,544,223	34.8	30,868	39,512	2,120,839	27.5	19,531	23,644	.0835	.0818
TOTAL METRO COUNTIES	2,138.1	2,288.0	7.0	843.4	8.3	36,617,356	41.6	33,196	43,416	20,598,557	32.3	19,993	24,423	.7983	.8162
TOTAL STATE	3,521.1	3,728.5	5.9	1,364.5	7.3	55,942,463	40.5	31,316	40,999	31,910,048	34.3	18,685	23,386	1.2440	1.2704
SOUTH DAKOTA															
RAPID CITY	82.4	89.6	8.7	34.1	10.0	1,600,002	42.9	36,128	46,921	1,288,281	55.2	26,777	37,780	.0364	.0397
Pennington	82.4	89.6	8.7	34.1	10.0	1,600,002	42.9	36,128	46,921	1,288,281	55.2	26,777	37,780	.0364	.0397
SIOUX FALLS	125.1	133.0	6.3	51.7	7.3	2,742,253	42.9	39,820	53,042	2,108,263	72.1	25,419	40,779	.0578	.0653
Minnehaha	125.1	133.0	6.3	51.7	7.3	2,742,253	42.9	39,820	53,042	2,108,263	72.1	25,419	40,779	.0578	.0653
TOTAL METRO COUNTIES	207.5	222.6	7.3	85.8	8.3	4,342,255	42.9	38,375	50,609	3,396,544	65.3	25,951	39,587	.0942	.1050
TOTAL STATE	697.4	708.0	1.5	266.9	2.9	11,091,784	33.8	31,955	41,558	7,147,202	53.7	17,921	26,779	.2512	.2598
TENNESSEE															
CHATTANOOGA	435.2	447.7	2.9	174.1	4.2	6,713,110	30.4	30,807	38,559	3,418,577	13.6	18,004	19,636	.1583	.1473
Hamilton	286.6	293.5	2.4	116.7	4.0	4,806,297	32.3	32,369	41,185	2,703,793	14.8	20,998	23,169	.1139	.1066
Marion	24.9	25.4	2.0	9.5	3.3	273,148	22.1	24,326	28,752	144,110	20.7	12,983	15,169	.0072	.0066
Sequatchie	8.9	9.0	1.1	3.3	.0	122,954	39.2	26,773	37,259	39,848	12.2	10,766	12,075	.0026	.0025
Catoosa, Ga.	43.0	46.1	7.2	17.2	8.2	576,897	26.0	28,795	33,541	235,402	8.3	13,674	13,686	.0136	.0125
Dade, Ga.	13.2	13.5	2.3	4.8	2.1	143,208	18.6	25,692	29,835	53,170	–2.8	11,641	11,077	.0037	.0032
Walker, Ga.	58.6	60.2	2.7	22.6	3.7	790,606	26.4	28,682	34,983	242,254	7.5	10,338	10,719	.0173	.0159
CLARKSVILLE–HOPKINSVILLE	170.6	178.9	4.9	59.6	5.7	2,407,792	38.2	30,888	40,399	1,248,210	21.5	18,208	20,943	.0556	.0546
Montgomery	101.9	111.2	9.1	38.5	10.3	1,483,809	40.4	30,277	38,540	767,843	16.3	18,924	19,944	.0342	.0337
Christian, Ky.	68.7	67.7	–1.5	21.1	–1.9	923,983	34.8	31,879	43,791	480,367	31.1	17,040	22,766	.0214	.0209
JACKSON	78.1	79.3	1.5	30.4	2.4	1,304,388	39.6	31,458	42,908	771,479	18.1	21,986	25,378	.0304	.0293
Madison	78.1	79.3	1.5	30.4	2.4	1,304,388	39.6	31,458	42,908	771,479	18.1	21,986	25,378	.0304	.0293
JOHNSON CITY–KINGSPORT–BRISTOL	436.4	438.3	.4	174.0	2.0	6,730,041	32.5	29,764	38,678	3,025,146	17.5	15,089	17,386	.1501	.1419
Carter	51.5	51.7	.4	20.6	2.0	647,474	30.9	24,488	31,431	209,493	16.9	8,868	10,170	.0140	.0134
Hawkins	44.7	45.2	1.1	17.6	2.3	726,794	43.1	29,519	41,295	181,218	32.7	7,942	10,296	.0131	.0133
Sullivan	143.8	144.8	.7	58.0	2.1	2,431,838	34.0	31,956	41,928	1,257,966	16.0	19,094	21,689	.0554	.0523
Unicoi	16.5	16.4	–.6	6.7	1.5	274,638	42.4	29,212	40,991	53,227	10.5	7,300	7,944	.0048	.0048
Washington	92.5	93.7	1.3	36.9	2.8	1,392,732	29.3	30,013	37,743	650,140	9.4	16,549	17,619	.0327	.0299
Bristol city, Va.	18.3	17.6	–3.8	7.4	–1.3	245,370	18.0	27,735	33,158	285,816	20.0	31,751	38,624	.0085	.0075
Scott, Va.	23.1	22.4	–3.0	8.8	–1.1	354,154	33.0	29,929	40,245	147,797	31.6	12,618	16,795	.0075	.0073
Washington, Va.	46.0	46.5	1.1	18.0	2.9	657,041	27.4	29,466	36,502	239,489	32.2	10,356	13,305	.0141	.0134
KNOXVILLE	608.4	628.8	3.4	250.4	4.6	10,459,940	37.6	31,765	41,773	5,592,862	17.1	19,959	22,336	.2362	.2273
Anderson	68.6	70.4	2.6	28.7	4.4	1,476,689	45.7	36,848	51,453	501,006	14.1	15,966	17,457	.0272	.0271
Blount	86.7	90.8	4.7	35.9	5.9	1,269,613	29.3	28,955	35,365	766,664	12.4	20,114	21,356	.0322	.0297
Grainger	17.1	17.2	.6	6.5	1.6	179,504	26.8	22,114	27,616	42,587	19.4	5,575	6,552	.0039	.0036
Jefferson	33.1	33.7	1.8	12.7	2.4	540,252	43.9	30,271	42,540	197,655	44.1	11,059	15,563	.0103	.0107
Knox	337.2	345.6	2.5	139.6	4.0	6,136,434	37.8	33,177	43,957	3,609,947	18.3	22,732	25,859	.1411	.1359
Sevier	51.9	56.4	8.7	21.7	9.0	719,342	35.8	26,622	33,149	456,541	10.3	20,806	21,039	.0185	.0175
Union	13.8	14.7	6.5	5.3	6.0	138,106	28.6	21,473	26,058	18,462	3.7	3,559	3,483	.0030	.0028
MEMPHIS	990.6	1,043.1	5.3	382.5	6.2	17,058,427	40.9	33,601	44,597	8,145,661	15.5	19,581	21,296	.3692	.3603
Shelby	831.6	866.2	4.2	321.3	5.1	14,651,467	39.8	34,290	45,601	7,072,700	13.3	20,436	22,013	.3197	.3084
Tipton	38.1	41.3	8.4	14.5	9.8	494,879	38.1	27,142	34,130	135,855	10.6	9,302	9,369	.0101	.0100
Crittenden, Ark.	50.1	51.5	2.8	17.7	2.9	548,649	25.4	25,435	30,997	571,940	40.4	23,[illegible]	32,313	.0171	.0167
De Soto, Miss.	70.8	84.1	18.8	29.0	19.3	1,363,432	63.9	34,224	47,015	365,166	30.6	11,510	12,592	.0223	.0252
NASHVILLE	997.5	1,072.0	7.5	415.3	9.1	21,120,249	48.5	37,369	50,855	9,405,703	20.0	20,600	22,648	.4131	.4210
Cheatham	27.7	31.0	11.9	10.9	12.4	453,232	43.8	32,498	41,581	70,359	14.5	6,338	6,455	.0078	.0080
Davidson	513.6	531.9	3.6	221.7	6.2	11,315,235	45.2	37,348	51,038	6,178,450	18.1	25,072	27,369	.2391	.2366
Dickson	35.6	38.6	8.4	14.6	10.6	613,031	48.4	31,298	41,988	258,520	23.1	15,915	17,707	.0122	.0125
Robertson	42.1	45.5	8.1	16.4	9.3	740,373	50.6	32,764	45,145	254,982	29.9	13,086	15,548	.0137	.0144
Rutherford	121.6	139.3	14.5	50.1	15.7	2,680,809	62.7	38,057	53,509	895,793	26.4	16,373	17,880	.0450	.0500

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
METRO AREA County	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
Sumner	105.0	115.0	9.5	41.3	10.1	1,888,770	42.4	35,363	45,733	572,368	13.7	13,425	13,859	.0358	.0358
Williamson	82.9	94.0	13.4	33.0	15.4	2,132,360	58.0	47,198	64,617	716,219	22.8	20,395	21,704	.0357	.0385
Wilson	69.0	76.7	11.2	27.3	11.4	1,296,439	47.2	35,944	47,489	459,013	34.1	13,969	16,814	.0238	.0252
TOTAL METRO COUNTIES	**3,225.0**	**3,478.5**	**4.6**	**1,329.7**	**5.9**	**60,190,607**	**41.0**	**33,750**	**44,928**	**28,986,227**	**16.6**	**19,650**	**21,636**	**1.2874**	**1.2591**
TOTAL STATE	**4,906.3**	**5,083.4**	**3.6**	**1,955.8**	**4.9**	**82,799,090**	**39.8**	**31,764**	**42,335**	**37,980,497**	**17.1**	**17,384**	**19,419**	**1.7760**	**1.73[illegible]**
TEXAS															
ABILENE	**119.5**	**119.6**	**.1**	**43.4**	**.5**	**1,648,921**	**25.0**	**30,530**	**37,994**	**1,205,841**	**35.7**	**20,575**	**27,784**	**.0431**	**.0414**
Taylor	119.5	119.6	.1	43.4	.5	1,648,921	25.0	30,530	37,994	1,205,841	35.7	20,575	27,784	.0431	.0414
AMARILLO	**188.0**	**192.2**	**2.2**	**74.3**	**3.1**	**3,377,151**	**34.5**	**34,828**	**45,453**	**2,972,532**	**58.7**	**25,975**	**40,007**	**.0821**	**.0872**
Potter	97.3	95.0	-2.4	36.1	-2.7	1,433,005	28.7	30,021	39,695	1,710,245	53.7	29,995	47,375	[illegible]	.0437
Randall	90.7	97.2	7.2	38.2	9.1	1,944,146	39.1	39,923	50,894	1,262,287	66.1	21,714	33,044	.0399	.0435
AUSTIN	**798.0**	**896.5**	**12.3**	**352.7**	**13.6**	**18,018,108**	**58.7**	**36,574**	**51,086**	**9,233,693**	**50.6**	**19,758**	**26,180**	**.3274**	**.3732**
Hays	67.0	75.2	12.2	26.2	15.4	1,221,311	62.8	33,644	46,615	480,843	37.7	15,382	18,353	.0218	.0246
Travis	587.4	654.7	11.5	267.5	12.6	14,096,946	59.8	37,144	52,699	7,860,118	54.4	21,432	29,384	.2573	.2963
Williamson	143.6	166.6	16.0	59.0	17.5	2,699,851	51.6	35,476	45,760	892,732	28.9	13,800	15,131	.0483	.0523
BEAUMONT–PORT ARTHUR	**359.1**	**348.4**	**-3.0**	**130.5**	**-2.2**	**6,102,635**	**28.5**	**35,568**	**46,763**	**3,516,080**	**36.4**	**19,315**	**26,943**	**.1392**	**.1346**
Hardin	41.2	40.4	-1.9	14.4	-2.0	566,326	21.4	31,738	39,328	286,691	43.4	13,601	19,909	.0132	.0126
Jefferson	237.8	229.9	-3.3	87.8	-2.3	4,045,405	27.7	35,252	46,075	2,669,668	37.0	21,679	30,406	.0966	.0933
Orange	80.1	78.1	-2.5	28.3	-2.1	1,490,904	34.0	38,501	52,682	559,721	30.3	14,864	19,778	.0294	.0287
BRAZORIA	**192.7**	**200.1**	**3.8**	**67.4**	**4.7**	**3,906,085**	**40.2**	**43,271**	**57,954**	**1,698,552**	**56.5**	**16,858**	**25,201**	**.0732**	**.0776**
Brazoria	192.7	200.1	3.8	67.4	4.7	3,906,085	40.2	43,271	57,954	1,698,552	56.5	16,858	25,201	.0732	.0776
BROWNSVILLE–HARLINGEN	**263.0**	**283.9**	**7.9**	**78.5**	**5.9**	**2,468,255**	**33.2**	**25,016**	**31,443**	**2,100,362**	**55.4**	**18,246**	**26,756**	**.0699**	**.0737**
Cameron	263.0	283.9	7.9	78.5	5.9	2,468,255	33.2	25,016	31,443	2,100,362	55.4	18,246	26,756	.0699	.0737
BRYAN–COLLEGE STATION	**122.9**	**130.0**	**5.8**	**46.8**	**5.9**	**1,919,720**	**43.0**	**30,374**	**41,020**	**1,309,208**	**66.4**	**17,805**	**27,975**	**.0420**	**.0463**
Brazos	122.9	130.0	5.8	46.8	5.9	1,919,720	43.0	30,374	41,020	1,309,208	66.4	17,805	27,975	.0420	.0463
CORPUS CHRISTI	**350.5**	**357.0**	**1.9**	**121.3**	**2.2**	**4,731,148**	**26.8**	**31,431**	**39,004**	**3,315,348**	**42.9**	**19,549**	**27,332**	[illegible]	**.1183**
Nueces	292.0	299.4	2.5	103.0	3.0	4,042,690	28.0	31,584	39,249	3,013,049	45.2	20,757	29,253	[illegible]	.1029
San Patricio	58.5	57.6	-1.5	18.3	-2.1	688,458	20.3	30,614	37,621	302,299	23.5	13,091	16,519	[illegible]	.0154
DALLAS	**2,602.9**	**2,884.7**	**10.8**	**1,072.6**	**10.2**	**60,398,205**	**51.3**	**41,015**	**56,310**	**35,794,710**	**53.7**	**23,928**	**33,372**	**1.1648**	**1.3019**
Collin	274.9	327.0	19.0	120.0	20.2	9,294,931	78.1	52,285	77,458	2,844,951	34.4	21,203	23,708	.1317	.1582
Dallas	1,877.4	2,033.5	8.3	762.7	7.2	40,552,051	44.0	39,605	53,169	29,089,698	57.8	25,921	38,140	.8582	.9444
Denton	283.5	334.3	17.9	125.8	18.7	7,646,915	67.1	43,244	60,786	2,239,032	28.3	16,500	[illegible]	.1170	.1338
Ellis	87.1	98.4	13.0	32.9	12.3	1,478,239	49.5	33,738	44,931	677,373	48.1	15,606	20,589	.0207	.0316
Kaufman	53.4	60.1	12.5	20.4	12.1	837,427	44.7	31,803	41,050	650,374	73.1	20,645	31,881	.0187	.0217
Rockwall	26.6	31.4	18.0	10.8	17.4	588,642	47.0	43,526	54,504	293,282	78.5	17,861	27,156	.0105	.0122
DALLAS–FORT WORTH CONSOLIDATED AREA	***3,963.9***	***4,419.7***	***11.5***	***1,644.7***	***11.2***	***92,281,662***	***53.6***	***40,608***	***56,109***	***51,944,115***	***51.7***	***23,145***	***21,583***	***1.7431***	***1.9558***
EL PASO	**602.6**	**673.6**	**11.8**	**199.7**	**9.8**	**7,531,418**	**40.2**	**29,554**	**37,714**	**5,084,088**	**42.7**	**19,591**	**25,459**	**.1839**	**.1938**
El Paso	602.6	673.6	11.8	199.7	9.8	7,531,418	40.2	29,554	37,714	5,084,088	42.7	19,591	25,459	.1839	.1938
FORT WORTH–ARLINGTON	**1,361.0**	**1,535.0**	**12.8**	**572.1**	**13.0**	**31,883,457**	**58.2**	**39,824**	**55,731**	**16,149,405**	**47.5**	**21,638**	**28,228**	**.5783**	**.6539**
Johnson	99.2	111.3	12.2	38.1	11.4	1,834,681	49.9	35,788	48,154	805,595	48.3	15,881	21,144	.0344	.0379
Parker	66.4	75.5	13.7	26.9	14.0	1,254,482	52.5	34,852	46,635	527,830	41.7	15,778	19,622	.0232	.0254
Tarrant	1,195.4	1,348.2	12.8	507.1	13.1	28,794,294	59.0	40,394	56,782	14,815,980	47.6	22,386	29,217	.5207	.5906
GALVESTON–TEXAS CITY	**218.3**	**225.0**	**3.1**	**84.9**	**3.8**	**3,983,585**	**33.7**	**36,424**	**46,921**	**2,001,425**	**34.5**	**18,195**	**23,574**	**.0846**	**.0841**
Galveston	218.3	225.0	3.1	84.9	3.8	3,983,585	33.7	36,424	46,921	2,001,425	34.5	18,195	23,574	.0846	.0841

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TEXAS (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
HOUSTON	3,331.2	3,525.2	5.8	1,253.1	4.7	60,974,183	31.4	38,789	48,659	32,432,519	34.0	20,225	25,882	1.3305	1.3147
Fort Bend	233.2	274.0	17.5	85.3	17.0	4,923,241	48.5	45,487	57,717	1,293,155	41.6	12,525	15,160	.0810	.0889
Harris	2,836.1	2,967.1	4.6	1,068.8	3.5	51,551,692	29.5	38,519	48,233	29,402,408	33.8	21,273	27,510	1.1597	1.1351
Liberty	52.6	52.1	−1.0	18.2	−1.6	736,104	25.9	31,603	40,445	371,822	41.5	14,201	20,430	.0168	.0163
Montgomery	185.8	207.6	11.7	73.0	12.7	3,428,718	38.5	38,194	46,969	1,105,835	32.1	12,920	15,148	.0641	.0658
Waller	23.5	24.4	3.8	7.8	5.4	334,428	34.2	33,682	42,875	259,299	21.9	28,748	33,243	.0089	.0086
HOUSTON–GALVESTON–BRAZORIA CONSOLIDATED AREA	*3,742.2*	*3,950.3*	*5.6*	*1,405.4*	*4.7*	*68,663,853*	*32.0*	*38,860*	*48,999*	*36,132,496*	*34.9*	*19,940*	*25,710*	*1.4883*	*1.4764*
KILLEEN–TEMPLE	258.2	278.6	7.9	92.1	8.4	4,095,765	47.5	32,674	44,471	1,822,058	34.3	15,965	19,783	.0828	.0870
Bell	193.1	207.7	7.6	73.2	7.6	2,911,847	41.6	30,251	39,779	1,542,407	28.2	17,691	21,071	.0648	.0657
Coryell	65.1	70.9	8.9	18.9	11.2	1,183,918	64.4	42,366	62,641	279,651	81.6	9,060	14,796	.0180	.0213
LAREDO	135.6	151.9	12.0	38.0	8.3	1,143,207	34.7	24,177	30,084	999,054	21.2	23,492	26,291	.0367	.0360
Webb	135.6	151.9	12.0	38.0	8.3	1,143,207	34.7	24,177	30,084	999,054	21.2	23,492	26,291	.0367	.0360
LONGVIEW–MARSHALL	162.6	163.9	.8	61.9	1.8	2,597,020	33.4	32,016	41,955	1,879,019	39.9	22,085	30,356	.0630	.0634
Gregg	104.9	105.2	.3	40.6	1.5	1,634,446	28.4	31,818	40,257	1,532,923	43.6	26,679	37,757	.0443	.0444
Harrison	57.7	58.7	1.7	21.3	2.4	962,574	42.8	32,396	45,191	346,096	25.6	13,249	16,249	.0187	.0190
LUBBOCK	224.1	233.6	4.2	85.8	4.5	3,402,482	31.0	31,641	39,656	2,608,793	32.0	24,065	30,406	.0878	.0862
Lubbock	224.1	233.6	4.2	85.8	4.5	3,402,482	31.0	31,641	39,656	2,608,793	32.0	24,065	30,406	.0878	.0862
McALLEN–EDINBURG–MISSION	393.0	453.6	15.4	119.5	12.6	3,575,878	40.4	23,999	29,924	2,626,121	40.3	17,646	21,976	.0988	.1049
Hidalgo	393.0	453.6	15.4	119.5	12.6	3,575,878	40.4	23,999	29,924	2,626,121	40.3	17,646	21,976	.0988	.1049
MIDLAND	107.4	113.1	5.3	41.9	6.9	2,095,830	32.1	40,464	50,020	1,288,062	56.7	20,963	30,741	.0449	.0468
Midland	107.4	113.1	5.3	41.9	6.9	2,095,830	32.1	40,464	50,020	1,288,062	56.7	20,963	30,741	.0449	.0468
ODESSA	118.0	113.9	−3.5	40.7	−3.1	1,831,364	23.5	35,313	44,997	1,217,697	44.6	20,050	29,919	.0446	.0431
Ector	118.0	113.9	−3.5	40.7	−3.1	1,831,364	23.5	35,313	44,997	1,217,697	44.6	20,050	29,919	.0446	.0431
SAN ANGELO	99.3	104.2	4.9	37.7	5.6	1,842,823	48.4	34,791	48,881	936,597	38.2	18,987	24,843	.0369	.0390
Tom Green	99.3	104.2	4.9	37.7	5.6	1,842,823	48.4	34,791	48,881	936,597	38.2	18,987	24,843	.0369	.0390
SAN ANTONIO	1,324.0	1,456.3	10.0	504.9	10.0	22,106,334	47.0	32,779	43,784	13,435,339	46.7	19,960	26,610	.4723	.5109
Bexar	1,204.9	1,323.3	9.8	456.7	9.8	19,864,248	46.2	32,658	43,495	12,282,497	45.6	20,277	26,894	.4301	.4630
Comal	52.9	58.8	11.2	22.2	12.7	1,115,766	56.0	36,297	50,260	730,780	76.0	21,073	32,918	.0213	.0252
Guadalupe	66.2	74.2	12.1	26.0	12.6	1,126,320	52.6	31,960	43,320	422,062	37.4	13,295	16,233	.0209	.0227
SHERMAN–DENISON	95.0	94.8	−.2	36.8	.0	1,582,578	34.1	32,080	43,005	1,141,599	49.5	20,747	31,022	.0370	.0381
Grayson	95.0	94.8	−.2	36.8	.0	1,582,578	34.1	32,080	43,005	1,141,599	49.5	20,747	31,022	.0370	.0381
TEXARKANA	120.4	122.1	1.4	45.7	1.6	1,750,367	34.3	28,961	38,301	1,271,076	42.2	19,869	27,813	.0430	.0436
Bowie	81.9	83.1	1.5	31.2	1.6	1,111,845	29.4	27,997	35,636	946,361	40.7	21,903	30,332	.0300	.0299
Miller, Ark.	*38.5*	*39.0*	*1.3*	*14.5*	*1.4*	*638,522*	*43.9*	*31,032*	*44,036*	*324,715*	*46.5*	*15,503*	*22,394*	*.0130*	*.0137*
TYLER	152.9	162.5	6.3	61.2	6.6	2,855,455	43.9	34,578	46,658	1,966,975	57.3	21,789	32,140	.0614	.0670
Smith	152.9	162.5	6.3	61.2	6.6	2,855,455	43.9	34,578	46,658	1,966,975	57.3	21,789	32,140	.0614	.0670
VICTORIA	74.3	74.2	−.1	26.4	.8	1,105,211	26.4	33,374	41,864	730,495	28.9	21,626	27,670	.0278	.0264
Victoria	74.3	74.2	−.1	26.4	.8	1,105,211	26.4	33,374	41,864	730,495	28.9	21,626	27,670	.0278	.0264
WACO	189.9	194.9	2.6	72.4	2.7	2,866,613	36.1	29,884	39,594	1,902,771	40.4	19,218	26,281	.0676	.0688
McLennan	189.9	194.9	2.6	72.4	2.7	2,866,613	36.1	29,884	39,594	1,902,771	40.4	19,218	26,281	.0676	.0688
WICHITA FALLS	122.0	120.6	−1.1	44.6	−1.1	1,667,316	21.5	30,429	37,384	1,296,079	37.2	20,943	29,060	.0451	.0429
Wichita	122.0	120.6	−1.1	44.6	−1.1	1,667,316	21.5	30,429	37,384	1,296,079	37.2	20,943	29,060	.0451	.0429
TOTAL METRO COUNTIES	14,047.9	15,170.4	8.0	5,392.4	7.6	260,822,592	42.6	36,501	48,369	151,610,783	44.5	20,938	28,116	5.4755	5.7911
TOTAL STATE	17,167.6	18,312.5	6.7	6,526.0	6.4	301,562,976	40.9	34,899	46,225	173,455,757	44.0	19,631	26,579	6.4282	6.7323
UTAH															
PROVO–OREM	266.4	286.5	7.5	74.9	5.5	2,899,067	37.8	29,638	38,706	1,730,884	42.2	17,149	23,109	.0715	.0740
Utah	266.4	286.5	7.5	74.9	5.5	2,899,067	37.8	29,638	38,706	1,730,884	42.2	17,149	23,109	.0715	.0740
SALT LAKE CITY–OGDEN	1,083.2	1,157.5	6.9	373.8	6.5	17,448,295	45.2	34,235	46,678	11,880,384	57.2	21,528	31,783	.3838	.4200
Davis	191.3	212.9	11.3	60.8	11.4	2,639,157	42.8	33,839	43,407	1,506,223	55.0	17,798	24,773	.0579	.0628
Salt Lake	732.9	780.3	6.5	257.8	6.1	12,395,080	46.6	34,786	48,080	8,445,763	56.9	22,156	32,761	.2686	.2952
Weber	159.0	164.3	3.3	55.2	3.2	2,414,058	40.4	32,132	43,733	1,928,398	60.3	22,480	34,935	.0573	.0620
TOTAL METRO COUNTIES	1,349.6	1,444.0	7.0	448.7	6.3	20,347,362	44.1	33,461	45,347	13,611,268	55.1	20,791	30,335	.4553	.4940
TOTAL STATE	1,738.8	1,848.8	6.3	573.5	5.7	25,618,210	44.0	32,792	44,670	16,202,361	53.1	19,501	28,252	.5687	.6125
VERMONT															
BURLINGTON	138.7	148.7	7.2	55.4	8.4	3,056,841	43.7	41,616	55,178	1,354,643	12.5	23,558	24,452	.0614	.0604
Chittenden	133.4	143.2	7.3	53.3	8.6	2,960,629	43.9	41,901	55,547	1,335,198	12.6	24,155	25,051	.0597	.0588
Grand Isle	5.3	5.5	3.8	2.1	5.0	96,212	38.9	34,626	45,815	19,445	9.2	8,900	9,260	.0017	.0016
TOTAL METRO COUNTIES	138.7	148.7	7.2	55.4	8.4	3,056,841	43.7	41,616	55,178	1,354,643	12.5	23,558	24,452	.0614	.0604
TOTAL STATE	568.0	598.6	5.[illegible]	226.7	6.6	9,934,025	37.1	34,092	43,820	5,099,665	13.0	21,223	22,495	.2237	.2137
VIRGINIA															
CHARLOTTESVILLE	132.6	140.6	6.0	53.1	7.7	2,477,642	38.1	36,383	46,660	1,618,600	43.9	22,822	30,484	.0547	.0570
Albemarle	68.9	73.9	7.3	27.2	9.7	1,547,718	43.9	43,364	56,901	298,275	33.0	9,045	10,966	.0246	.0256
Charlottesville city	40.5	41.3	2.0	16.6	3.1	545,801	21.6	27,886	32,880	1,270,928	48.1	53,302	76,562	.0238	.0249
Fluvanna	12.7	14.0	10.2	5.1	10.9	196,270	40.5	30,360	38,484	20,462	11.6	3,985	4,012	.0033	.0033
Greene	10.5	11.4	8.6	4.2	10.5	187,853	44.9	34,118	44,727	29,015	19.4	6,397	6,908	.0030	.0032

VA. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	EFFECTIVE BUYING INCOME 1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	RETAIL SALES 1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BUYING POWER INDEX 1990	BUYING POWER INDEX 1995
DANVILLE	**108.4**	**107.0**	**-1.3**	**42.6**	**.9**	**1,526,038**	**23.3**	**29,336**	**35,822**	**762,432**	**10.1**	**16,413**	**17,897**	**.0378**	**.0338**
Danville city	53.2	54.2	1.9	22.7	4.1	806,252	26.5	29,235	35,518	608,302	4.2	26,787	26,797	.0230	.0203
Pittsylvania	55.2	52.8	-4.3	19.9	-2.5	719,786	19.8	29,444	36,170	154,130	41.8	5,328	7,745	.0148	.0135
LYNCHBURG	**142.3**	**142.9**	**.4**	**54.4**	**2.8**	**2,248,758**	**27.1**	**33,441**	**41,337**	**1,447,624**	**38.2**	**19,808**	**26,611**	**.0541**	**.0526**
Amherst	28.6	28.6	.0	10.0	2.0	386,292	23.1	32,021	38,629	175,042	42.9	12,498	17,504	.0088	.0084
Campbell	47.8	49.0	2.5	18.9	5.0	784,317	30.0	33,516	41,498	267,756	30.3	11,414	14,167	.0158	.0153
Lynchburg city	65.9	65.3	-.9	25.5	1.6	1,078,149	26.6	33,941	42,280	1,004,826	39.6	28,682	39,405	.0295	.0289
NORFOLK–VIRGINIA BEACH–NEWPORT NEWS	**1,419.4**	**1,557.4**	**9.7**	**554.5**	**10.4**	**25,425,176**	**38.5**	**36,551**	**45,852**	**13,743,920**	**32.2**	**20,700**	**24,786**	**.5479**	**.5576**
Chesapeake city	156.7	181.8	16.0	63.2	17.9	2,742,813	43.2	35,739	43,399	1,363,817	35.7	18,744	21,579	.0566	.0597
Gloucester	31.0	35.7	15.2	13.2	16.8	430,033	37.2	27,747	32,578	236,294	44.4	14,484	17,901	.0096	.0102
Hampton city	135.0	142.5	5.6	53.6	7.0	2,448,599	35.2	36,151	45,683	1,641,352	20.2	27,251	30,622	.0594	.0570
James City	36.2	42.5	17.4	16.0	18.5	663,853	40.2	35,082	41,491	220,551	14.1	14,318	13,784	.0128	.0131
Newport News city	171.6	181.7	5.9	69.1	7.0	2,594,239	26.0	31,883	37,543	1,491,830	19.3	19,357	21,589	.0638	.0597
Norfolk city	262.7	272.8	3.8	93.5	3.8	3,964,434	30.2	33,801	42,400	2,853,205	42.6	22,204	30,516	.0978	.0980
Poquoson city	11.2	12.5	11.6	4.3	13.2	203,667	33.9	40,039	47,364	34,379	27.4	7,101	7,995	.0035	.0036
Portsmouth city	104.0	105.3	1.3	39.8	2.6	1,601,281	30.0	31,737	40,233	985,194	48.1	17,149	24,754	.0368	.0372
Suffolk city	52.6	55.6	5.7	20.1	7.5	876,267	39.0	33,701	43,595	344,825	24.1	14,863	17,155	.0178	.0177
Virginia Beach city	403.4	465.6	15.4	160.8	15.4	8,735,631	47.4	42,556	54,326	3,768,482	28.8	20,996	23,436	.1655	.1745
Williamsburg city	11.7	13.0	11.1	4.1	13.9	197,163	39.8	39,184	48,069	619,164	64.6	104,520	151,016	.0092	.0108
York	43.3	48.4	11.8	16.8	13.5	967,196	47.9	44,180	57,571	184,826	28.6	9,861	11,002	.0151	.0161
RICHMOND–PETERSBURG	**875.4**	**934.0**	**6.7**	**363.7**	**8.4**	**18,610,839**	**39.9**	**39,653**	**51,171**	**8,725,[illegible]**	**23.0**	**21,144**	**23,991**	**.2778**	**.2759**
Charles City	6.3	6.2	-1.6	2.2	.0	85,446	19.3	32,555	38,839	7,076	23.7	2,406	3,216	.0016	.0014
Chesterfield	214.7	246.9	15.0	87.7	16.3	4,871,436	44.5	44,714	55,547	1,856,656	17.2	21,016	21,171	.0917	.0934
Colonial Heights city	16.1	16.6	3.1	6.7	4.7	275,764	23.5	34,897	41,159	188,202	35.6	21,679	28,090	.0067	.0065
Dinwiddie	20.9	20.7	-1.0	7.6	1.3	368,948	32.5	37,118	48,546	25,513	4.2	3,266	3,357	.0060	.0057
Goochland	14.4	15.8	9.7	5.6	12.0	290,771	43.8	40,454	51,923	51,403	19.7	8,587	9,179	.0048	.0049
Hanover	64.7	72.8	12.5	26.7	15.6	1,479,107	49.5	42,843	55,397	480,312	17.9	17,635	17,989	.0262	.0271
Henrico	221.1	240.0	8.5	100.9	11.5	5,615,325	45.4	42,683	55,652	2,202,840	15.8	21,013	21,832	.1043	.1049
Hopewell city	23.1	23.1	.0	9.1	1.1	433,734	33.3	36,144	47,663	225,566	32.5	18,920	24,787	.0093	.0091
New Kent	10.7	12.2	14.0	4.3	13.2	218,716	47.9	38,906	50,864	39,920	45.0	7,247	9,284	.0034	.0037
Petersburg city	38.3	38.0	-.8	14.9	1.4	456,988	19.2	26,079	30,670	697,901	37.7	34,466	46,839	.0170	.0164
Powhatan	15.6	16.9	8.3	5.2	8.3	274,957	41.6	40,451	52,876	41,202	11.3	7,712	7,923	.0046	.0047
Prince George	27.5	28.5	3.6	8.7	4.8	480,155	35.4	42,720	55,190	42,884	6.9	4,835	4,929	.0080	.0079
Richmond city	202.0	196.3	-2.8	84.1	-.9	3,759,492	29.5	34,191	44,703	2,866,198	29.7	26,019	34,081	.0942	.0902
ROANOKE	**224.8**	**226.3**	**.7**	**91.4**	**1.8**	**3,671,469**	**23.1**	**33,217**	**40,169**	**3,047,213**	**39.9**	**24,247**	**33,339**	**.0968**	**.0939**
Botetourt	25.2	26.6	5.6	9.8	6.5	355,785	25.7	30,772	36,305	112,325	36.0	8,976	11,462	.0074	.0071
Roanoke	79.7	81.5	2.3	31.6	3.6	1,505,506	25.9	39,217	47,643	402,649	9.4	12,069	12,742	.0297	.0271
Roanoke city	96.0	93.8	-2.3	40.5	-1.0	1,425,799	19.9	29,086	35,205	1,820,342	46.9	30,306	44,947	.0452	.0449
Salem city	23.9	24.4	2.1	9.5	3.3	384,379	22.4	34,132	40,461	711,897	46.1	52,955	74,937	.0145	.0148
TOTAL METRO COUNTIES	**4,551.3**	**4,948.0**	**8.7**	**1,832.4**	**8.8**	**102,190,555**	**40.0**	**43,311**	**55,769**	**48,167,827**	**28.8**	**22,195**	**26,287**	**2.0262**	**2.0531**
TOTAL STATE	**6,265.1**	**6,718.0**	**7.2**	**2,497.3**	**7.6**	**127,832,872**	**38.2**	**39,861**	**51,188**	**61,179,690**	**20.9**	**20,459**	**24,498**	**2.6093**	**2.6201**

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S&MM ESTIMATES

METRO AREA County	POPULATION 12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	EFFECTIVE BUYING INCOME 1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	RETAIL SALES 1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	BUYING POWER INDEX 1990	BUYING POWER INDEX 1995
WASHINGTON															
BELLINGHAM	129.6	140.0	8.0	53.2	7.9	1,964,804	28.2	31,090	36,932	1,527,918	47.8	20,962	28,720	.0493	.0503
Whatcom	129.6	140.0	8.0	53.2	7.9	1,964,804	28.2	31,090	36,932	1,527,918	47.8	20,962	28,720	.0493	.0503
BREMERTON	194.2	220.1	13.3	80.5	13.4	3,559,926	38.8	36,126	44,223	1,666,704	50.4	15,611	20,704	.0705	.0750
Kitsap	194.2	220.1	13.3	80.5	13.4	3,559,926	38.8	36,126	44,223	1,666,704	50.4	15,611	20,704	.0705	.0750
OLYMPIA	164.5	183.5	11.6	70.6	11.4	2,972,556	36.2	34,412	42,104	1,876,817	65.0	17,946	26,584	.0631	.0686
Thurston	164.5	183.5	11.6	70.6	11.4	2,972,556	36.2	34,412	42,104	1,876,817	65.0	17,946	26,584	.0631	.0686
RICHLAND-KENNEWICK-PASCO	150.3	152.9	1.7	55.8	2.4	2,822,926	28.7	40,256	50,590	1,577,266	46.4	19,764	28,266	.0612	.0611
Benton	112.8	114.8	1.8	43.7	3.3	2,272,150	29.3	41,534	51,994	1,035,376	39.9	17,501	23,693	.0464	.0456
Franklin	37.5	38.1	1.6	12.1	-.8	550,776	26.0	35,826	45,519	541,890	60.9	27,609	44,784	.0148	.0155
SEATTLE	2,006.7	2,204.3	9.8	881.3	10.0	53,047,644	47.3	44,936	60,192	26,916,616	52.2	22,068	30,542	.9681	1.0619
King	1,529.2	1,657.2	8.4	679.5	8.7	42,617,611	47.4	46,254	62,719	21,506,662	51.4	22,722	31,651	.7708	.8431
Snohomish	477.5	547.1	14.6	201.8	14.5	10,430,033	47.0	40,264	51,685	5,409,954	55.5	19,746	26,808	.1973	.2188
SEATTLE-TACOMA CONSOLIDATED AREA	*2,601.4*	*2,850.2*	*9.6*	*1,117.2*	*9.6*	*61,824,448*	*44.2*	*42,057*	*55,339*	*32,954,533*	*51.5*	*21,340*	*29,497*	*1.1810*	*1.2787*
SPOKANE	362.2	368.2	1.7	145.0	2.1	5,186,807	20.7	30,268	35,771	4,500,762	50.5	21,055	31,040	.1399	.1388
Spokane	362.2	368.2	1.7	145.0	2.1	5,186,807	20.7	30,268	35,771	4,500,762	50.5	21,055	31,040	.1399	.1388
TACOMA	594.7	645.9	8.6	235.9	8.3	8,776,804	28.0	31,472	37,206	6,037,917	48.5	18,663	25,595	.2129	.2168
Pierce	594.7	645.9	8.6	235.9	8.3	8,776,804	28.0	31,472	37,206	6,037,917	48.5	18,663	25,595	.2129	.2168
VANCOUVER	242.3	267.3	10.3	98.8	9.8	4,240,604	34.8	34,948	42,921	1,931,756	45.4	14,757	19,552	.0863	.0890
Clark	242.3	267.3	10.3	98.8	9.8	4,240,604	34.8	34,948	42,921	1,931,756	45.4	14,757	19,552	.0863	.0890
YAKIMA	190.0	198.2	4.3	68.4	3.0	2,369,601	22.3	29,190	34,643	1,860,326	55.9	17,966	27,198	.0627	.0633
Yakima	190.0	198.2	4.3	68.4	3.0	2,369,601	22.3	29,190	34,643	1,860,326	55.9	17,966	27,198	.0627	.0633
TOTAL METRO COUNTIES	4,034.5	4,380.4	8.6	1,689.5	8.6	84,941,672	39.9	39,228	50,276	47,896,082	51.5	20,322	28,349	1.7140	1.8248
TOTAL STATE	4,931.2	5,313.5	7.8	2,046.6	7.8	98,931,748	38.3	37,692	48,340	55,488,853	50.9	19,370	27,113	2.0255	2.1388
WEST VIRGINIA															
CHARLESTON	249.2	242.3	-2.8	99.0	-.8	4,552,842	41.2	32,312	45,988	2,529,729	36.6	18,532	25,553	.0968	.0980
Kanawha	206.0	197.0	-4.4	82.2	-2.1	3,823,902	39.8	32,569	46,519	2,227,798	35.4	19,585	27,102	.0829	.0830
Putnam	43.2	45.3	4.9	16.8	6.3	728,940	49.1	30,944	43,389	301,931	46.3	13,059	17,972	.0139	.0150
HUNTINGTON-ASHLAND	310.7	301.7	-2.9	116.3	-2.3	4,186,221	28.2	27,446	35,996	2,549,943	34.1	15,977	21,926	.1031	.0990
Cabell	95.9	91.3	-4.8	37.1	-4.4	1,350,998	29.1	26,977	36,415	1,103,945	26.6	22,483	29,756	.0371	.0350
Wayne	41.2	39.3	-4.6	14.9	-3.9	631,109	42.4	28,586	42,356	122,517	17.6	6,723	8,223	.0115	.0112
Boyd, Ky.	*50.8*	*49.1*	*-3.3*	*19.4*	*-1.5*	*707,386*	*23.6*	*29,069*	*36,474*	*704,210*	*49.3*	*23,950*	*36,299*	*.0200*	*.0200*
Carter, Ky.	*24.3*	*24.1*	*-.8*	*8.6*	*-1.1*	*236,034*	*25.2*	*21,669*	*27,446*	*137,712*	*35.0*	*11,724*	*16,013*	*.0063*	*.0060*
Greenup, Ky.	*36.7*	*36.3*	*-1.1*	*13.4*	*.0*	*425,410*	*18.4*	*26,806*	*31,747*	*152,108*	*41.0*	*8,050*	*11,351*	*.0098*	*.0092*
Lawrence, Ohio	*61.8*	*61.6*	*-.3*	*22.9*	*.0*	*835,184*	*27.3*	*28,643*	*36,471*	*329,451*	*35.6*	*10,613*	*14,387*	*.0184*	*.0176*
PARKERSBURG-MARIETTA	148.4	144.4	-2.7	56.6	-1.6	2,281,488	31.9	30,084	40,309	1,355,690	26.3	18,669	23,952	.0544	.0520
Wood	86.3	83.2	-3.6	33.0	-2.7	1,399,171	37.1	30,109	42,399	962,283	33.0	21,337	29,160	.0334	.0332
Washington, Ohio	*62.1*	*61.2*	*-1.4*	*23.6*	*.0*	*882,317*	*24.4*	*30,049*	*37,386*	*393,407*	*12.4*	*14,836*	*16,670*	*.0210*	*.0188*
STEUBENVILLE-WEIRTON	141.2	134.3	-4.9	53.0	-2.9	2,051,848	21.4	30,965	38,714	867,363	15.3	13,774	16,365	.0478	.0426
Brooke	26.7	25.3	-5.2	9.6	-4.0	345,537	22.1	28,288	35,993	123,011	17.0	10,517	12,814	.0079	.0070
Hancock	34.9	33.2	-4.9	13.2	-2.9	571,554	29.4	32,479	43,300	178,114	16.8	11,208	13,493	.0116	.0107
Jefferson, Ohio	*79.6*	*75.8*	*-4.8*	*30.2*	*-2.6*	*1,134,757*	*17.5*	*31,165*	*37,575*	*566,238*	*14.5*	*15,950*	*18,750*	*.0283*	*.0249*

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1995 PROJECTIONS

W. VA. (cont.)

S&MM ESTIMATES

METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/90 Total Pop. (Thous.)	12/31/95 Total Pop. (Thous.)	% Change 1990-1995	12/31/95 Total Hshlds. (Thous.)	% Change 1990-1995	1995 Total EBI ($000)	% Change 1990-1995	Average Household EBI 1990	Average Household EBI 1995	1995 Total Retail Sales ($000)	% Change 1990-1995	Retail Sales Per Household 1990	Retail Sales Per Household 1995	1990	1995
WHEELING	157.8	150.1	–4.9	60.2	–3.4	2,351,237	27.9	29,516	39,057	1,301,553	28.7	16,237	21,620	.0556	.0522
Marshall	37.1	35.7	–3.8	13.6	–2.9	615,829	40.1	31,391	45,282	242,741	28.2	13,526	17,849	.0123	.0122
Ohio	50.3	47.5	–5.6	19.6	–3.9	785,598	32.6	29,050	40,082	416,951	26.6	16,148	21,273	.0180	.0170
Belmont, Ohio	*70.4*	*66.9*	*–5.0*	*27.0*	*–3.2*	*949,810*	*17.7*	*28,915*	*35,178*	*641,861*	*30.3*	*17,662*	*23,773*	*.0253*	*.0230*
TOTAL METRO COUNTIES	648.3	624.5	–3.7	250.0	–2.3	10,589,099	36.8	30,242	42,356	5,795,568	31.4	17,229	23,182	.2356	.2312
TOTAL STATE	1,780.3	1,720.6	–3.4	668.7	–2.2	25,651,010	36.6	27,469	38,360	13,233,045	31.5	14,718	19,789	.5771	.5659
WISCONSIN															
APPLETON–OSHKOSH–NEENAH	317.5	331.7	4.5	123.0	5.7	5,670,879	33.6	36,462	46,105	4,002,259	60.2	21,468	32,539	.1273	.1348
Calumet	34.6	36.5	5.5	12.7	6.7	570,450	30.4	36,758	44,917	265,803	62.0	13,785	20,929	.0116	.0121
Outagamie	141.8	149.5	5.4	54.4	6.7	2,603,057	35.9	37,568	47,850	1,897,896	59.2	23,369	34,888	.0584	.0624
Winnebago	141.1	145.7	3.3	55.9	4.5	2,497,372	32.1	35,341	44,676	1,838,560	60.8	21,365	32,890	.0573	.0603
EAU CLAIRE	138.2	142.0	2.7	52.6	4.0	2,166,368	33.0	32,191	41,186	1,682,852	56.0	21,323	31,993	.0523	.0547
Chippewa	52.5	53.3	1.5	19.7	3.1	927,473	40.9	34,462	47,080	702,097	66.7	22,047	35,639	.0206	.0226
Eau Claire	85.7	88.7	3.5	32.9	4.4	1,238,895	27.6	30,815	37,656	980,755	49.1	20,884	29,810	.0317	.0321
GREEN BAY	196.2	206.0	5.0	77.3	6.0	3,375,221	31.9	35,112	43,664	2,723,585	55.7	24,001	35,234	.0812	.0851
Brown	196.2	206.0	5.0	77.3	6.0	3,375,221	31.9	35,112	43,664	2,723,585	55.7	24,001	35,234	.0812	.0851
JANESVILLE–BELOIT	139.3	138.8	–.4	52.2	.0	2,276,166	24.4	35,048	43,605	1,635,171	48.7	21,070	31,325	.0556	.0548
Rock	139.3	138.8	–.4	52.2	.0	2,276,166	24.4	35,048	43,605	1,635,171	48.7	21,070	31,325	.0556	.0548
KENOSHA	129.0	133.9	3.8	49.2	4.0	2,969,468	45.6	43,112	60,355	1,111,900	50.2	15,656	22,600	.0517	.0554
Kenosha	129.0	133.9	3.8	49.2	4.0	2,969,468	45.6	43,112	60,355	1,111,900	50.2	15,656	22,600	.0517	.0554
LA CROSSE	98.4	101.2	2.8	38.5	4.3	1,786,545	37.8	35,132	46,404	1,247,356	48.1	22,817	32,399	.0404	.0420
La Crosse	98.4	101.2	2.8	38.5	4.3	1,786,545	37.8	35,132	46,404	1,247,356	48.1	22,817	32,399	.0404	.0420
MADISON	370.4	390.8	5.5	151.9	5.4	7,831,257	39.2	39,050	51,555	4,952,645	50.4	22,859	32,605	.1646	.1739
Dane	370.4	390.8	5.5	151.9	5.4	7,831,257	39.2	39,050	51,555	4,952,645	50.4	22,859	32,605	.1646	.1739
MILWAUKEE	1,436.8	1,468.6	2.2	554.0	2.7	31,137,082	37.6	41,939	56,204	15,928,568	42.0	20,792	28,752	.6239	.6383
Milwaukee	958.7	959.6	.1	374.9	.6	18,959,946	33.1	38,200	50,573	10,215,266	38.8	19,741	27,248	.4019	.4000
Ozaukee	73.6	78.1	6.1	28.0	7.7	1,785,919	39.1	49,381	63,783	783,891	59.8	18,872	27,996	.0324	.0345
Washington	96.5	103.5	7.3	36.0	7.8	1,803,891	34.4	40,181	50,108	796,474	43.7	16,598	22,124	.0361	.0369
Waukesha	308.0	327.4	6.3	115.1	7.4	8,587,326	49.2	53,685	74,608	4,132,937	47.1	26,217	35,907	.1535	.1669
MILWAUKEE–RACINE CONSOLIDATED AREA	*1,612.4*	*1,648.2*	*2.2*	*619.6*	*2.7*	*34,270,622*	*36.7*	*41,559*	*55,311*	*18,616,439*	*43.4*	*20,820*	*29,078*	*.6953*	*.7110*
RACINE	175.6	179.6	2.3	65.6	2.7	3,133,540	27.8	38,357	47,767	2,087,871	55.2	21,059	31,827	.0714	.0727
Racine	175.6	179.6	2.3	65.6	2.7	3,133,540	27.8	38,357	47,767	2,087,871	55.2	21,059	31,827	.0714	.0727
SHEBOYGAN	104.2	106.0	1.7	39.7	2.6	2,015,262	36.2	38,236	50,762	1,058,076	54.4	17,711	26,652	.0409	.0426
Sheboygan	104.2	106.0	1.7	39.7	2.6	2,015,262	36.2	38,236	50,762	1,058,076	54.4	17,711	26,652	.0409	.0426
WAUSAU	115.9	118.8	2.5	43.0	3.1	1,831,609	29.9	33,821	42,596	1,265,025	52.5	19,898	29,419	.0431	.0441
Marathon	115.9	118.8	2.5	43.0	3.1	1,831,609	29.9	33,821	42,596	1,265,025	52.5	19,898	29,419	.0431	.0441
TOTAL METRO COUNTIES	3,314.2	3,414.6	3.0	1,283.3	3.6	65,918,963	36.2	39,093	51,367	38,645,864	48.7	20,991	30,114	1.3875	1.4358
TOTAL STATE	4,912.1	5,042.0	2.6	1,892.2	3.4	89,424,484	34.2	36,405	47,260	53,697,294	49.0	19,691	28,378	1.9416	1.9948
WYOMING															
CASPER	60.2	56.2	–6.6	22.6	–3.4	1,081,265	33.6	34,592	47,844	642,599	39.6	19,670	28,434	.0239	.0237
Natrona	60.2	56.2	–6.6	22.6	–3.4	1,081,265	33.6	34,592	47,844	642,599	39.6	19,670	28,434	.0239	.0237
CHEYENNE	73.3	75.0	2.3	29.0	2.8	1,204,701	45.0	29,463	41,541	779,984	46.7	18,851	26,896	.0266	.0281
Laramie	73.3	75.0	2.3	29.0	2.8	1,204,701	45.0	29,463	41,541	779,984	46.7	18,851	26,896	.0266	.0281
TOTAL METRO COUNTIES	133.5	131.2	–1.7	51.6	.0	2,285,966	39.4	31,799	44,302	1,422,583	43.4	19,223	27,569	.0505	.0518
TOTAL STATE	448.6	432.4	–3.6	163.6	–2.1	7,612,234	41.3	32,238	46,530	3,944,081	44.7	16,314	24,108	.1581	.1622

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SECTION IV:

MERCHANDISE LINE SALES

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1990 Regional and State Summaries of Merchandise Line Sales

S&MM ESTIMATES	GROCERIES & OTHER FOODS		DRUGS & HEALTH & BEAUTY AIDS		WOMEN'S & GIRLS' CLOTHING		MEN'S & BOYS' CLOTHING		FOOTWEAR		MAJOR HOUSEHOLD APPLIANCES		FURNITURE & SLEEP EQUIPMENT	
REGION State	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)	In All Stores ($000)	In F/H/A Stores ($000)
NEW ENGLAND	**19,535,542**	**18,484,942**	**4,371,313**	**2,8[illegible]3,101**	**6,068,453**	**3,142,070**	**3,042,721**	**1,086,168**	**1,493,890**	**1,038,270**	**1,277,686**	**589,262**	**2,233,559**	**1,763,861**
Connecticut	4,665,224	4,448,753	1,093,611	659,070	1,500,539	819,600	721,813	280,046	377,558	286,256	331,307	196,524	645,911	508,113
Maine	1,775,492	1,657,547	372,918	210,853	455,947	171,184	345,797	67,680	198,247	79,224	119,396	58,461	147,566	114,490
Massachusetts	8,859,199	8,416,094	2,047,337	1,392,036	3,049,501	1,611,799	1,418,388	528,481	658,487	480,073	530,229	218,789	1,016,360	802,234
New Hampshire	2,035,457	1,910,396	366,686	222,561	520,829	239,424	262,689	103,824	130,683	100,053	169,414	75,166	216,718	169,888
Rhode Island	1,342,971	1,264,150	336,038	247,772	376,217	211,347	191,272	82,551	89,865	66,224	88,516	21,850	135,064	106,033
Vermont	857,199	788,002	154,723	90,809	165,420	88,716	102,762	23,586	39,050	26,440	38,824	18,472	71,940	63,103
MIDDLE ATLANTIC	**47,754,499**	**45,537,774**	**12,970,898**	**7,992,268**	**17,777,263**	**9,415,103**	**8,490,262**	**3,336,265**	**4,391,862**	**3,328,603**	**3,273,416**	**1,773,202**	**6,229,344**	**4,781,451**
New Jersey	10,932,754	10,568,143	2,887,689	1,608,462	4,329,795	2,391,333	1,913,302	754,060	1,030,793	770,516	720,244	385,668	1,661,515	1,316,902
New York	22,352,565	21,322,871	6,179,600	3,928,926	8,342,471	4,755,006	4,155,354	1,485,486	2,166,713	1,642,088	1,556,379	867,308	2,885,824	2,235,583
Pennsylvania	14,469,180	13,646,760	3,903,609	2,454,980	5,104,997	2,268,764	2,421,706	1,096,719	1,194,356	915,999	996,793	520,226	1,682,005	1,228,966
EAST NORTH CENTRAL	**47,398,459**	**41,564,052**	**13,781,653**	**8,246,039**	**17,897,272**	**7,706,919**	**8,528,485**	**4,255,830**	**4,468,280**	**2,997,176**	**3,686,516**	**1,873,036**	**5,993,801**	**4,262,433**
Illinois	12,635,881	11,582,231	3,879,294	2,313,090	5,659,645	2,658,565	2,633,188	1,128,768	1,411,573	940,947	1,055,067	496,528	1,853,956	1,262,147
Indiana	5,500,617	5,055,552	1,698,716	1,077,517	2,544,670	821,594	961,517	323,350	564,198	346,147	469,813	246,212	672,549	483,968
Michigan	11,361,208	8,925,864	3,139,628	1,935,366	3,734,394	1,877,472	1,883,729	948,288	985,355	715,461	832,471	446,933	1,351,810	1,039,387
Ohio	11,893,960	10,835,714	3,629,418	2,132,836	4,057,958	1,608,642	2,026,442	1,189,511	1,010,243	676,071	872,652	429,861	1,456,688	1,073,485
Wisconsin	6,006,793	5,164,691	1,434,597	787,230	1,900,605	740,646	1,023,609	465,913	496,911	318,550	456,513	253,502	658,798	503,446
WEST NORTH CENTRAL	**20,277,201**	**18,268,109**	**5,276,483**	**2,449,952**	**6,511,866**	**2,774,633**	**3,260,191**	**1,644,293**	**1,725,941**	**1,119,926**	**1,255,448**	**509,887**	**1,874,296**	**1,332,528**
Iowa	3,283,485	2,986,856	827,449	425,236	994,646	408,752	494,937	242,355	242,516	174,100	182,563	75,016	261,291	186,184
Kansas	2,779,428	2,537,715	774,435	323,025	821,124	347,284	426,292	209,197	237,740	156,538	174,510	68,272	239,304	165,365
Minnesota	5,388,457	4,744,375	1,339,128	620,530	1,803,608	792,125	984,082	451,685	450,965	278,675	332,929	138,867	581,353	404,346
Missouri	5,580,053	5,089,899	1,510,829	694,769	1,908,357	798,658	906,802	508,138	513,568	330,418	370,030	141,417	515,004	357,476
Nebraska	1,762,197	1,582,518	439,566	205,942	526,107	226,493	310,827	126,298	160,610	99,732	106,655	54,318	165,363	134,440
North Dakota	707,911	641,506	199,794	92,480	248,27e	105,727	129,272	61,443	61,089	37,911	44,967	15,283	56,123	39,722
South Dakota	775,670	685,240	185,282	87,970	209,748	95,594	107,979	45,177	59,453	42,552	43,794	16,714	55,958	44,995
SOUTH ATLANTIC	**51,955,069**	**48,013,508**	**15,864,078**	**9,442,947**	**17,886,191**	**8,099,558**	**8,276,329**	**3,906,115**	**4,812,659**	**3,238,636**	**4,062,925**	**1,769,113**	**7,361,475**	**5,496,093**
Delaware	885,086	829,739	261,787	171,309	343,567	129,033	175,975	98,987	88,265	54,351	73,595	24,389	166,225	123,292
District of Columbia	513,219	469,484	255,509	172,069	283,082	177,894	141,053	40,118	83,601	65,250	31,687	10,659	80,032	56,983
Florida	16,124,481	14,886,700	5,031,037	2,838,400	5,445,942	2,531,801	2,489,257	1,266,668	1,492,263	1,038,090	1,406,888	666,042	2,449,203	1,779,961
Georgia	7,449,003	6,738,894	2,221,610	1,343,234	2,734,830	1,120,952	1,229,904	595,663	714,013	433,852	607,118	265,296	967,659	738,242
Maryland	5,690,239	5,300,826	1,887,542	1,051,672	2,174,343	1,008,100	1,089,394	469,207	579,164	413,002	390,930	142,639	868,027	607,564
North Carolina	7,567,131	6,956,118	2,133,827	1,392,189	2,284,498	1,135,989	1,088,149	490,001	657,680	449,450	605,285	273,035	1,165,294	899,480
South Carolina	4,187,731	3,903,223	1,119,633	698,886	1,300,075	688,992	563,128	252,502	360,536	239,498	293,704	145,674	450,032	370,084
Virginia	7,611,798	7,123,517	2,311,585	1,353,747	2,775,489	1,128,558	1,238,115	559,253	695,748	451,886	519,408	199,543	1,043,019	796,248
West Virginia	1,926,381	1,805,007	641,548	421,441	544,365	178,239	261,354	133,716	141,389	93,257	134,310	41,836	171,984	124,239
EAST SOUTH CENTRAL	**15,620,082**	**14,352,241**	**5,113,245**	**3,068,071**	**5,409,737**	**2,519,176**	**2,508,590**	**1,244,131**	**1,459,642**	**953,052**	**1,216,574**	**559,106**	**1,777,551**	**1,429,401**
Alabama	4,242,108	3,922,641	1,325,504	788,969	1,541,405	790,692	686,366	319,730	418,885	290,639	332,197	132,801	490,791	387,980
Kentucky	4,097,365	3,754,374	1,358,232	856,719	1,331,659	553,875	619,131	342,685	333,437	200,919	273,986	134,138	419,673	332,421
Mississippi	2,535,369	2,351,860	817,692	477,318	[illegible]8,088	320,171	330,174	157,296	222,512	138,952	177,948	68,650	256,454	211,712
Tennessee	4,745,240	4,323,366	1,611,817	945,065	1,818,585	854,438	872,919	424,420	484,608	322,542	432,443	223,519	610,633	497,288
WEST SOUTH CENTRAL	**31,400,080**	**29,391,574**	**9,612,549**	**4,269,917**	**10,217,606**	**4,829,600**	**5,002,255**	**2,266,591**	**2,997,080**	**2,082,161**	**2,091,678**	**930,922**	**3,253,390**	**2,302,289**
Arkansas	2,881,789	2,656,747	789,881	383,087	766,223	345,435	346,760	185,389	217,592	137,871	192,296	70,368	263,353	214,659
Louisiana	5,631,959	5,281,977	1,713,474	920,143	1,570,978	686,963	730,552	352,731	501,371	342,627	365,871	185,436	487,205	347,570
Oklahoma	3,583,573	3,346,771	1,028,361	467,126	1,056,963	548,334	515,892	214,246	306,222	212,365	212,646	92,814	339,115	258,865
Texas	19,302,759	18,106,079	6,080,833	2,499,561	6,823,442	3,248,868	3,409,051	1,514,225	1,971,895	1,389,298	1,320,865	582,304	2,163,717	1,480,995
MOUNTAIN	**15,497,159**	**14,088,645**	**4,164,407**	**1,664,704**	**4,896,483**	**2,102,217**	**2,493,761**	**1,126,880**	**1,458,401**	**1,025,893**	**1,127,751**	**560,877**	**1,892,438**	**1,440,183**
Arizona	4,358,068	4,000,403	1,160,362	578,711	1,404,012	538,125	653,331	313,624	382,717	268,379	336,906	175,098	577,897	415,842
Colorado	3,780,527	3,418,861	1,038,318	324,071	1,369,062	594,727	672,624	304,917	364,475	248,091	262,377	117,544	505,913	380,638
Idaho	1,064,831	964,397	265,479	110,508	245,754	121,307	140,348	51,282	78,804	58,236	73,307	42,534	102,249	82,251
Montana	994,624	905,479	265,653	104,516	247,889	108,767	121,360	44,465	72,169	53,985	61,927	32,563	85,934	70,622
Nevada	1,480,648	1,356,661	460,579	178,837	510,280	208,368	291,921	138,677	186,852	125,658	118,268	59,985	195,028	139,576
New Mexico	1,550,573	1,425,208	377,378	186,565	423,328	197,542	235,568	95,066	153,487	110,548	125,252	45,000	158,861	125,324
Utah	1,801,194	1,604,640	462,660	139,662	577,604	275,796	313,398	158,517	183,390	133,564	124,289	77,786	234,689	201,990
Wyoming	466,694	412,996	133,978	41,834	118,554	57,565	65,211	20,332	36,507	27,432	25,425	10,367	31,867	23,940
PACIFIC	**49,011,882**	**42,428,130**	**14,581,461**	**7,660,142**	**16,300,753**	**8,808,306**	**8,338,395**	**3,227,275**	**4,879,025**	**3,517,614**	**3,480,101**	**1,685,722**	**6,121,419**	**4,593,612**
Alaska	982,415	828,412	218,302	80,824	217,418	144,774	109,674	23,386	62,153	41,563	34,831	8,314	67,994	39,399
California	35,795,834	32,238,211	10,849,820	5,968,770	12,499,173	6,621,977	6,343,986	2,474,284	3,748,627	2,731,244	2,725,962	1,312,481	4,756,438	3,589,283
Hawaii	1,626,257	1,471,027	626,016	329,841	754,434	457,822	402,883	157,480	167,138	136,815	97,909	36,968	187,308	142,558
Oregon	4,041,206	3,127,330	1,022,436	376,409	1,006,681	566,852	528,117	204,199	330,061	217,719	225,356	124,039	379,668	293,123
Washington	6,566,170	5,763,150	1,865,087	904,298	1,823,047	1,316,881	953,735	367,926	571,046	390,273	396,043	203,920	729,961	529,249
TOTAL UNITED STATES	**298,449,973**	**273,128,975**	**85,726,267**	**47,617,241**	**102,965,624**	**49,397,[illegible]2**	**50,041,089**	**22,093,548**	**27,686,580**	**19,301,231**	**21,472,095**	**10,251,129**	**36,737,273**	**27,561,861**

Grocery and Other Food Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	10,432,154	1
New York, N.Y.	8,627,461	2
Chicago, Ill.	6,990,267	3
Philadelphia, Pa.	6,216,909	4
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	5,615,482	5
Detroit, Mich.	5,156,115	6
Washington, D.C.	4,805,850	7
Nassau–Suffolk, N.Y.	4,492,211	8
Houston, Tex.	3,802,762	9
Atlanta, Ga.	3,355,758	10
Minneapolis–St. Paul, Minn.	3,194,877	11
Anaheim–Santa Ana, Cal.	3,177,996	12
Dallas, Tex.	3,166,595	13
Seattle, Wash.	2,908,677	14
San Diego, Cal.	2,885,063	15
Riverside–San Bernardino, Cal.	2,789,078	16
Baltimore, Md.	2,722,053	17
St. Louis, Mo.	2,686,413	18
Phoenix, Ariz.	2,667,378	19
Tampa–St. Petersburg–Clearwater, Fla.	2,651,714	20
Oakland, Cal.	2,617,067	21
Newark, N.J.	2,590,562	22
Pittsburgh, Pa.	2,486,861	23
Miami–Hialeah, Fla.	2,203,633	24
San Francisco, Cal.	2,180,468	25
Cleveland, Ohio	2,039,674	26
Denver, Colo.	1,969,478	27
Bergen–Passaic, N.J.	1,906,830	28
Sacramento, Cal.	1,884,007	29
Kansas City, Mo.–Kans.	1,820,690	30
San Jose, Cal.	1,806,009	31
Portland, Ore.	1,776,671	32
Milwaukee, Wisc.	1,759,382	33
New Orleans, La.	1,748,117	34
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	1,733,486	35
Cincinnati, Ohio	1,724,981	36
Fort Worth–Arlington, Tex.	1,598,802	37
Norfolk–Virginia Beach–Newport News, Va.	1,522,216	38
Middlesex–Somerset–Hunterdon, N.J.	1,503,851	39
Columbus, Ohio	1,495,275	40
Hartford–New Britain–Middletown–Bristol, Conn.	1,443,762	41
Monmouth–Ocean, N.J.	1,440,605	42
San Antonio, Tex.	1,387,056	43
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	1,354,126	44
Rochester, N.Y.	1,346,838	45
Bridgeport–Stamford–Norwalk–Danbury, Conn.	1,339,146	46
Buffalo, N.Y.	1,333,022	47
Orlando, Fla.	1,308,588	48
Providence–Pawtucket–Woonsocket, R.I.	1,236,334	49
Albany–Schenectady–Troy, N.Y.	1,227,881	50
Total Top 50	**140,130,228**	
Salt Lake City–Ogden, Utah	1,225,966	51
Indianapolis, Ind.	1,224,749	52
West Palm Beach–Boca Raton–Delray Beach, Fla.	1,190,995	53
New Haven–Waterbury–Meriden, Conn.	1,175,163	54
Honolulu, Haw.	1,096,816	55
Louisville, Ky.	1,096,180	56
Greensboro–Winston-Salem–High Point, N.C.	1,091,058	57
Richmond–Petersburg, Va.	1,090,168	58
Oklahoma City, Okla.	1,084,845	59
Dayton–Springfield, Ohio	1,070,171	60
Austin, Tex.	1,067,354	61
Jacksonville, Fla.	995,897	62
Nashville, Tenn.	988,450	63
Birmingham, Ala.	975,575	64
Scranton–Wilkes-Barre, Pa.	946,778	65
Memphis, Tenn.	929,031	66
Worcester–Fitchburg–Leominster, Mass.	907,896	67
Grand Rapids, Mich.	903,712	68
Las Vegas, Nev.	894,156	69
Syracuse, N.Y.	894,012	70
Raleigh–Durham, N.C.	872,751	71
Tulsa, Okla.	870,633	72
Allentown–Bethlehem–Easton, Pa.	858,691	73
Greenville–Spartanburg, S.C.	821,048	74
Oxnard–Ventura, Cal.	800,004	75
Springfield, Mass.	798,803	76
Fresno, Cal.	783,928	77
New Bedford–Fall River–Attleboro, Mass.	777,988	78
Baton Rouge, La.	754,757	79
Omaha, Neb.	752,541	80
Tucson, Ariz.	741,357	81
Wilmington, Del.	739,482	82
Akron, Ohio	713,065	83
Toledo, Ohio	706,032	84
Tacoma, Wash.	699,464	85
Harrisburg–Lebanon–Carlisle, Pa.	677,354	86
Portsmouth–Dover–Rochester, N.H.	644,254	87
Knoxville, Tenn.	642,477	88
Jersey City, N.J.	633,952	89
Gary–Hammond, Ind.	628,905	90
Charleston, S.C.	625,255	91
Lake County, Ill.	614,662	92
Bakersfield, Cal.	602,114	93
Manchester–Nashua, N.H.	598,917	94
Little Rock–North Little Rock, Ark.	582,760	95
Lansing–East Lansing, Mich.	579,612	96
Flint, Mich.	575,420	97
Lancaster, Pa.	561,130	98
Madison, Wisc.	557,713	99
Youngstown–Warren, Ohio	551,676	100
Total Top 100	**181,745,960**	
El Paso, Tex.	550,020	101
Albuquerque, N.M.	549,490	102
Santa Rosa–Petaluma, Cal.	548,700	103
Des Moines, Iowa	544,326	104
Santa Barbara–Santa Maria–Lompoc, Cal.	541,752	105
Chattanooga, Tenn.	521,592	106
Atlantic City, N.J.	513,888	107
Mobile, Ala.	513,843	108
Spokane, Wash.	505,915	109
Stockton, Cal.	503,693	110
Columbia, S.C.	501,886	111
York, Pa.	498,337	112
Wichita, Kans.	492,552	113
Daytona Beach, Fla.	492,128	114
Lakeland–Winter Haven, Fla.	471,796	115
Melbourne–Titusville–Palm Bay, Fla.	470,941	116
Canton, Ohio	470,532	117
Fort Myers–Cape Coral, Fla.	470,275	118
Orange County, N.Y.	462,692	119
Vallejo–Fairfield–Napa, Cal.	460,943	120
Saginaw–Bay City–Midland, Mich.	458,620	121
Augusta, Ga.	455,106	122
Modesto, Cal.	442,241	123
Anchorage, Alas.	436,091	124
Lexington-Fayette, Ky.	432,509	125
Davenport–Rock Island–Moline, Iowa–Ill.	417,990	126
Aurora–Elgin, Ill.	415,311	127
Trenton, N.J.	412,248	128
Johnson City–Kingsport–Bristol, Tenn.	410,908	129
Poughkeepsie, N.Y.	407,390	130
Portland, Me.	403,407	131
Sarasota, Fla.	399,731	132
Reading, Pa.	397,870	133
Shreveport, La.	389,236	134
Fort Wayne, Ind.	385,081	135
Beaumont–Port Arthur, Tex.	381,827	136
Utica–Rome, N.Y.	380,608	137
Corpus Christi, Tex.	377,191	138
Peoria, Ill.	373,604	139
Eugene–Springfield, Ore.	372,707	140
McAllen–Edinburg–Mission, Tex.	371,399	141
Jackson, Miss.	369,308	142
Erie, Pa.	357,993	143
Reno, Nev.	357,524	144
Appleton–Oshkosh–Neenah, Wisc.	357,160	145
Visalia–Tulare–Porterville, Cal.	352,426	146
Salinas–Seaside–Monterey, Cal.	349,971	147
Medford, Ore.	348,171	148
Pensacola, Fla.	347,869	149
Ann Arbor, Mich.	346,844	150
Total Top 150	**203,539,592**	
Colorado Springs, Colo.	345,082	151
Santa Cruz, Cal.	344,413	152
Huntington–Ashland, W.Va.–Ky.	340,595	153
Rockford, Ill.	338,631	154
Joliet, Ill.	337,15[illegible]	155
New London–Norwich, Conn.	334,540	156
Binghamton, N.Y.	330,804	157
Salem, Ore.	327,380	158
Fort Pierce, Fla.	320,967	159
Evansville, Ind.	313,493	160
Charleston, W.Va.	309,380	161
Duluth, Minn.	306,253	162
Lafayette, La.	304,429	163
Boulder–Longmont, Colo.	302,724	164
Galveston–Texas City, Tex.	301,490	165
Roanoke, Va.	297,243	166
Montgomery, Ala.	290,208	167
Savannah, Ga.	288,655	168
Macon–Warner Robins, Ga.	288,401	169
Johnstown, Pa.	287,634	170
Columbus, Ga.	286,397	171
South Bend–Mishawaka, Ind.	285,462	172
Kalamazoo, Mich.	285,427	173
Hamilton–Middletown, Ohio	279,204	174
Vancouver, Wash.	278,817	175
Lubbock, Tex.	272,891	176
Huntsville, Ala.	270,546	177
Bradenton, Fla.	267,905	178
Amarillo, Tex.	263,552	179
Houma–Thibodaux, La.	262,960	180
Green Bay, Wisc.	260,467	181
Hickory–Morganton, N.C.	260,315	182
Gainesville, Fla.	258,603	183
Niagara Falls, N.Y.	258,095	184
Brownsville–Harlingen, Tex.	257,467	185
Boise, Ida.	254,136	186
Lake Charles, La.	253,372	187
Lorain–Elyria, Ohio	252,685	188
Tallahassee, Fla.	249,371	189
Lincoln, Neb.	244,672	190
Springfield, Mo.	242,622	191
Fort Smith, Ark.	240,779	192
Fayetteville, N.C.	235,246	193
Ocala, Fla.	234,447	194
Bangor, Me.	231,218	195
Provo–Orem, Utah	230,766	196
Naples, Fla.	230,008	197
St. Cloud, Minn.	229,124	198
Yakima, Wash.	227,778	199
Cedar Rapids, Iowa	226,434	200
Total Top 200	**217,479,632**	
Springfield, Ill.	225,942	201
Burlington, Vt.	224,216	202
Asheville, N.C.	222,708	203
Pittsfield, Mass.	222,411	204
Bremerton, Wash.	219,385	205
Fort Collins–Loveland, Colo.	217,015	206
Altoona, Pa.	215,270	207
Redding, Cal.	211,853	208
Brazoria, Tex.	210,991	209
Monroe, La.	210,528	210
Bellingham, Wash.	209,930	211
Longview–Marshall, Tex.	207,351	212
Waco, Tex.	205,912	213
Biloxi–Gulfport, Miss.	205,026	214
Chico, Cal.	204,682	215
Richland–Kennewick–Pasco, Wash.	203,514	216
Janesville–Beloit, Wisc.	202,961	217
Racine, Wisc.	202,483	218
Panama City, Fla.	198,518	219
Killeen–Temple, Tex.	197,659	220
Vineland–Millville–Bridgeton, N.J.	196,961	221
Benton Harbor, Mich.	196,873	222
Topeka, Kans.	196,763	223
Jackson, Mich.	196,397	224
Beaver County, Pa.	195,875	225
Muskegon, Mich.	192,826	226
Glens Falls, N.Y.	192,579	227
Olympia, Wash.	191,672	228
Charlottesville, Va.	190,200	229
Battle Creek, Mich.	188,901	230
Wheeling, W.Va.	188,752	231
Fargo–Moorhead, N.D.–Minn.	185,845	232
Lynchburg, Va.	185,086	233
Anderson, S.C.	184,331	234
Eau Claire, Wisc.	184,117	235
Tyler, Tex.	183,586	236
Lima, Ohio	183,168	237
Billings, Mont.	183,099	238
Jamestown–Dunkirk, N.Y.	182,806	239
Merced, Cal.	181,341	240
Champaign–Urbana–Rantoul, Ill.	180,557	241
Parkersburg–Marietta, W.Va.–Ohio	178,027	242
Alexandria, La.	176,450	243
Albany, Ga.	174,977	244
Wilmington, N.C.	173,343	245
Elkhart–Goshen, Ind.	167,414	246
Joplin, Mo.	167,180	247
Yuba City, Cal.	163,795	248
Athens, Ga.	162,253	249
Williamsport, Pa.	161,414	250
Total Top 250	**227,184,575**	
Lewiston–Auburn, Me.	158,935	251
Fort Walton Beach, Fla.	156,355	252
Waterloo–Cedar Falls, Iowa	155,952	253
Fayetteville–Springdale, Ark.	155,716	254
Sioux Falls, S.D.	155,303	255
Rochester, Minn.	155,082	256
Florence, Ala.	155,073	257
Tuscaloosa, Ala.	154,517	258
Florence, S.C.	153,789	259
Hagerstown, Md.	150,488	260
Laredo, Tex.	149,208	261
Dothan, Ala.	148,655	262
Mansfield, Ohio	147,971	263
Sioux City, Iowa	147,124	264
Burlington, N.C.	143,359	265
State College, Pa.	142,891	266
Steubenville–Weirton, Ohio–W.Va.	141,073	267
Midland, Tex.	139,773	268
Terre Haute, Ind.	138,455	269
Danville, Va.	137,753	270
Wausau, Wisc.	136,723	271
Odessa, Tex.	134,725	272
Anderson, Ind.	134,456	273
Pueblo, Colo.	133,730	274
Iowa City, Iowa	133,667	275
Bryan–College Station, Tex.	133,163	276
Sheboygan, Wisc.	132,610	277
Greeley, Colo.	132,081	278
Texarkana, Tex.–Ark.	131,440	279
Bloomington–Normal, Ill.	129,142	280
Lafayette–West Lafayette, Ind.	129,079	281
Sharon, Pa.	128,082	282
Decatur, Ill.	125,152	283
Clarksville–Hopkinsville, Tenn.–Ky.	119,307	284
Sherman–Denison, Tex.	116,844	285
Columbia, Mo.	116,586	286
Dubuque, Iowa	115,724	287
Gadsden, Ala.	114,172	288
Rapid City, S.D.	113,596	289
Cumberland, Md.	113,121	290
Muncie, Ind.	112,361	291
Owensboro, Ky.	109,606	292
La Crosse, Wisc.	109,502	293
Bloomington, Ind.	109,384	294
Santa Fe, N.M.	109,339	295
Kenosha, Wisc.	108,672	296
Elmira, N.Y.	105,854	297
Abilene, Tex.	105,824	298
Yuma, Ariz.	105,049	299
Wichita Falls, Tex.	105,042	300
Bismarck, N.D.	103,927	301
Lawton, Okla.	103,851	302
Kankakee, Ill.	101,818	303
St. Joseph, Mo.	100,301	304
Las Cruces, N.M.	99,797	305
San Angelo, Tex.	99,588	306
Kokomo, Ind.	99,328	307
Pascagoula, Miss.	98,440	308
Decatur, Ala.	97,264	309
Jacksonville, N.C.	95,914	310
Victoria, Tex.	95,751	311
Pine Bluff, Ark.	95,574	312
Anniston, Ala.	94,937	313
Jackson, Tenn.	94,839	314
Lawrence, Kans.	93,266	315
Great Falls, Mont.	92,253	316
Casper, Wyo.	85,508	317
Grand Forks, N.D.	84,460	318
Cheyenne, Wyo.	67,130	319
Enid, Okla.	57,288	320
Total Above Areas	**235,637,314**	
Percent of U.S.	**78.9537**	
U.S. Total	**298,449,973**	

Drug and Health & Beauty Aid Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	3,186,824	1
New York, N.Y.	2,762,657	2
Chicago, Ill.	2,238,822	3
Philadelphia, Pa.	1,863,445	4
Washington, D.C.	1,721,276	5
Detroit, Mich.	1,567,279	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	1,308,966	7
Houston, Tex.	1,142,804	8
Nassau–Suffolk, N.Y.	1,141,100	9
Atlanta, Ga.	1,051,521	10
Dallas, Tex.	1,032,818	11
Anaheim–Santa Ana, Cal.	986,430	12
Baltimore, Md.	911,830	13
Miami–Hialeah, Fla.	900,579	14
Oakland, Cal.	881,655	15
San Diego, Cal.	858,322	16
Seattle, Wash.	821,591	17
St. Louis, Mo.	818,857	18
Tampa–St. Petersburg–Clearwater, Fla.	797,252	19
San Francisco, Cal.	790,189	20
Minneapolis–St. Paul, Minn.	732,793	21
Cleveland, Ohio	731,844	22
Phoenix, Ariz.	724,297	23
Riverside–San Bernardino, Cal.	700,204	24
Bergen–Passaic, N.J.	658,840	25
Pittsburgh, Pa.	639,648	26
San Jose, Cal.	624,332	27
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	612,460	28
Fort Worth–Arlington, Tex.	596,538	29
Newark, N.J.	589,546	30
Columbus, Ohio	566,516	31
New Orleans, La.	553,855	32
Denver, Colo.	546,748	33
Cincinnati, Ohio	532,186	34
Kansas City, Mo.–Kans.	530,648	35
Milwaukee, Wisc.	498,973	36
Sacramento, Cal.	498,596	37
Honolulu, Haw.	487,830	38
Portland, Ore.	461,558	39
San Antonio, Tex.	448,098	40
Indianapolis, Ind.	421,340	41
Norfolk–Virginia Beach–Newport News, Va.	411,570	42
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	396,329	43
Hartford–New Britain–Middletown–Bristol, Conn.	391,637	44
Louisville, Ky.	380,556	45
Monmouth–Ocean, N.J.	378,574	46
Orlando, Fla.	373,024	47
West Palm Beach–Boca Raton–Delray Beach, Fla.	371,552	48
Richmond–Petersburg, Va.	367,844	49
Nashville, Tenn.	367,390	50
Total Top 50	**42,379,843**	
Buffalo, N.Y.	359,331	51
Oklahoma City, Okla.	358,105	52
Jacksonville, Fla.	340,628	53
Rochester, N.Y.	338,125	54
Birmingham, Ala.	336,213	55
Austin, Tex.	331,407	56
Memphis, Tenn.	323,845	57
Greensboro–Winston-Salem–High Point, N.C.	323,602	58
Middlesex–Somerset–Hunterdon, N.J.	320,087	59
Salt Lake City–Ogden, Utah	319,597	60
Providence–Pawtucket–Woonsocket, R.I.	314,985	61
Albany–Schenectady–Troy, N.Y.	314,196	62
Dayton–Springfield, Ohio	306,029	63
Las Vegas, Nev.	298,681	64
Bridgeport–Stamford–Norwalk–Danbury, Conn.	294,430	65
Tulsa, Okla.	259,893	66
New Haven–Waterbury–Meriden, Conn.	254,239	67
Raleigh–Durham, N.C.	244,489	68
Scranton–Wilkes-Barre, Pa.	244,398	69
Oxnard–Ventura, Cal.	236,054	70
Grand Rapids, Mich.	233,139	71
Greenville–Spartanburg, S.C.	228,038	72
Baton Rouge, La.	227,484	73
Allentown–Bethlehem–Easton, Pa.	227,431	74
Worcester–Fitchburg–Leominster, Mass.	220,968	75
Knoxville, Tenn.	216,337	76
Tucson, Ariz.	215,551	77
Toledo, Ohio	212,115	78
Wilmington, Del.	211,578	79
Tacoma, Wash.	208,909	80
Syracuse, N.Y.	207,050	81
Akron, Ohio	202,605	82
Little Rock–North Little Rock, Ark.	200,867	83
Fresno, Cal.	200,163	84
Omaha, Neb.	194,079	85
Harrisburg–Lebanon–Carlisle, Pa.	185,799	86
Springfield, Mass.	184,476	87
Santa Rosa–Petaluma, Cal.	178,258	88
Mobile, Ala.	170,673	89
New Bedford–Fall River–Attleboro, Mass.	169,922	90
Bakersfield, Cal.	168,451	91
Des Moines, Iowa	164,950	92
Gary–Hammond, Ind.	164,704	93
Wichita, Kans.	164,249	94
Columbia, S.C.	162,879	95
Jersey City, N.J.	162,731	96
Lake County, Ill.	162,502	97
El Paso, Tex.	162,497	98
Stockton, Cal.	162,158	99
Flint, Mich.	161,539	100
Total Top 100	**54,229,979**	
Youngstown–Warren, Ohio	161,114	101
Beaumont–Port Arthur, Tex.	149,307	102
Charleston, S.C.	148,610	103
Albuquerque, N.M.	147,938	104
Lansing–East Lansing, Mich.	147,710	105
Modesto, Cal.	146,571	106
Santa Barbara–Santa Maria–Lompoc, Cal.	146,541	107
Vallejo–Fairfield–Napa, Cal.	146,497	108
Augusta, Ga.	144,888	109
Jackson, Miss.	143,615	110
St. Cloud, Minn.	139,569	111
Johnson City–Kingsport–Bristol, Tenn.	137,698	112
Lakeland–Winter Haven, Fla.	137,501	113
Daytona Beach, Fla.	137,423	114
Spokane, Wash.	136,684	115
Shreveport, La.	136,588	116
Lexington-Fayette, Ky.	132,760	117
Saginaw–Bay City–Midland, Mich.	131,198	118
Terre Haute, Ind.	125,802	119
Atlantic City, N.J.	124,416	120
Chattanooga, Tenn.	124,142	121
Trenton, N.J.	123,777	122
Davenport–Rock Island–Moline, Iowa–Ill.	123,272	123
York, Pa.	122,834	124
Pensacola, Fla.	122,464	125
Corpus Christi, Tex.	120,737	126
Peoria, Ill.	119,317	127
Manchester–Nashua, N.H.	118,832	128
Fort Myers–Cape Coral, Fla.	117,361	129
Lancaster, Pa.	116,800	130
Sarasota, Fla.	116,044	131
Reno, Nev.	116,033	132
Portsmouth–Dover–Rochester, N.H.	113,222	133
Fort Wayne, Ind.	112,776	134
Salinas–Seaside–Monterey, Cal.	112,574	135
Charleston, W.Va.	112,424	136
Orange County, N.Y.	112,285	137
Aurora–Elgin, Ill.	111,158	138
Madison, Wisc.	110,739	139
Reading, Pa.	110,469	140
Canton, Ohio	109,480	141
Huntington–Ashland, W.Va.–Ky.	106,899	142
Melbourne–Titusville–Palm Bay, Fla.	105,700	143
Utica–Rome, N.Y.	101,560	144
Colorado Springs, Colo.	101,250	145
Lafayette, La.	99,620	146
Visalia–Tulare–Porterville, Cal.	99,544	147
Salem, Ore.	99,515	148
Eugene–Springfield, Ore.	99,168	149
Poughkeepsie, N.Y.	98,934	150
Total Top 150	**60,411,389**	
Binghamton, N.Y.	98,875	151
Savannah, Ga.	98,251	152
Evansville, Ind.	98,154	153
Portland, Me.	97,448	154
Appleton–Oshkosh–Neenah, Wisc.	97,292	155
Ann Arbor, Mich.	97,005	156
Joliet, Ill.	96,216	157
Santa Cruz, Cal.	95,758	158
Macon–Warner Robins, Ga.	93,468	159
Anchorage, Alas.	93,446	160
Roanoke, Va.	93,228	161
Montgomery, Ala.	92,913	162
McAllen–Edinburg–Mission, Tex.	88,071	163
Rockford, Ill.	87,928	164
Kalamazoo, Mich.	84,882	165
Fort Pierce, Fla.	84,635	166
Lubbock, Tex.	83,189	167
Springfield, Mo.	82,758	168
Boulder–Longmont, Colo.	82,600	169
Hickory–Morganton, N.C.	82,088	170
Amarillo, Tex.	82,083	171
South Bend–Mishawaka, Ind.	80,711	172
Erie, Pa.	80,378	173
Vancouver, Wash.	80,369	174
Ocala, Fla.	77,401	175
Houma–Thibodaux, La.	77,369	176
Galveston–Texas City, Tex.	76,927	177
Longview–Marshall, Tex.	76,472	178
Hamilton–Middletown, Ohio	76,432	179
Lorain–Elyria, Ohio	76,288	180
Niagara Falls, N.Y.	75,451	181
Johnstown, Pa.	74,852	182
Waco, Tex.	74,765	183
Columbus, Ga.	74,034	184
Tallahassee, Fla.	73,911	185
Huntsville, Ala.	73,130	186
Lake Charles, La.	72,984	187
Yakima, Wash.	71,321	188
Duluth, Minn.	71,087	189
Bradenton, Fla.	70,939	190
Brownsville–Harlingen, Tex.	70,822	191
Richland–Kennewick–Pasco, Wash.	69,774	192
New London–Norwich, Conn.	69,460	193
Chico, Cal.	66,461	194
Monroe, La.	66,494	195
Springfield, Ill.	66,405	196
Gainesville, Fla.	64,873	197
Naples, Fla.	64,545	198
Topeka, Kans.	64,279	199
Green Bay, Wisc.	64,113	200
Total Top 200	**64,424,481**	
Fayetteville, N.C.	64,015	201
Killeen–Temple, Tex.	63,908	202
Provo–Orem, Utah	63,369	203
Lincoln, Neb.	63,349	204
Tuscaloosa, Ala.	60,701	205
Brazoria, Tex.	60,393	206
Fort Smith, Ark.	60,195	207
Sherman–Denison, Tex.	60,181	208
Lynchburg, Va.	59,927	209
Racine, Wisc.	59,722	210
Cedar Rapids, Iowa	59,647	211
Biloxi–Gulfport, Miss.	59,489	212
Tyler, Tex.	58,199	213
Midland, Tex.	58,024	214
Boise, Ida.	58,021	215
Panama City, Fla.	57,877	216
Olympia, Wash.	57,032	217
Odessa, Tex.	56,831	218
Medford, Ore.	55,631	219
Asheville, N.C.	55,623	220
Bremerton, Wash.	55,590	221
Redding, Cal.	55,550	222
Anderson, S.C.	55,438	223
Benton Harbor, Mich.	55,246	224
Fargo–Moorhead, N.D.–Minn.	55,204	225
Parkersburg–Marietta, W.Va.–Ohio	54,708	226
Wheeling, W.Va.	54,310	227
Billings, Mont.	54,043	228
Jackson, Mich.	53,139	229
Battle Creek, Mich.	52,951	230
Fort Walton Beach, Fla.	52,788	231
Texarkana, Tex.–Ark.	52,743	232
Beaver County, Pa.	52,304	233
Charlottesville, Va.	52,042	234
Fort Collins–Loveland, Colo.	51,626	235
Sioux Falls, S.D.	51,600	236
Muskegon, Mich.	51,561	237
Alexandria, La.	51,480	238
Lima, Ohio	50,779	239
Wilmington, N.C.	50,330	240
Athens, Ga.	50,259	241
Bellingham, Wash.	49,977	242
Wichita Falls, Tex.	49,538	243
Janesville–Beloit, Wisc.	49,291	244
Bangor, Me.	49,090	245
Hagerstown, Md.	47,638	246
Abilene, Tex.	46,577	247
Steubenville–Weirton, Ohio–W.Va.	46,541	248
Pittsfield, Mass.	46,264	249
Altoona, Pa.	46,238	250
Total Top 250	**67,161,858**	
Bryan–College Station, Tex.	46,094	251
Dothan, Ala.	45,942	252
Merced, Cal.	45,534	253
Champaign–Urbana–Rantoul, Ill.	45,246	254
Elkhart–Goshen, Ind.	45,171	255
Waterloo–Cedar Falls, Iowa	45,025	256
Florence, Ala.	44,719	257
Vineland–Millville–Bridgeton, N.J.	44,651	258
Decatur, Ill.	44,234	259
Jamestown–Dunkirk, N.Y.	43,188	260
Florence, S.C.	43,087	261
Burlington, Vt.	42,446	262
Glens Falls, N.Y.	42,362	263
Danville, Va.	42,347	264
Bloomington–Normal, Ill.	42,044	265
Clarksville–Hopkinsville, Tenn.–Ky.	41,706	266
Eau Claire, Wisc.	41,636	267
Anderson, Ind.	41,195	268
Burlington, N.C.	40,989	269
Joplin, Mo.	40,609	270
Laredo, Tex.	39,911	271
Cumberland, Md.	39,332	272
Anniston, Ala.	39,124	273
Lafayette–West Lafayette, Ind.	38,966	274
Gadsden, Ala.	38,578	275
Owensboro, Ky.	38,486	276
Sioux City, Iowa	38,287	277
Williamsport, Pa.	37,847	278
Rochester, Minn.	37,740	279
Sharon, Pa.	37,575	280
Pueblo, Colo.	36,994	281
Mansfield, Ohio	36,123	282
Albany, Ga.	35,730	283
Muncie, Ind.	34,905	284
San Angelo, Tex.	34,816	285
Dubuque, Iowa	34,614	286
Kokomo, Ind.	34,602	287
Victoria, Tex.	34,402	288
Pine Bluff, Ark.	34,289	289
Elmira, N.Y.	34,213	290
Fayetteville–Springdale, Ark.	34,097	291
Pascagoula, Miss.	33,724	292
La Crosse, Wisc.	33,659	293
Jackson, Tenn.	32,523	294
Yuba City, Cal.	32,317	295
Lewiston–Auburn, Me.	32,166	296
Decatur, Ala.	31,929	297
Yuma, Ariz.	31,434	298
State College, Pa.	31,320	299
Santa Fe, N.M.	31,189	300
Kankakee, Ill.	30,493	301
Rapid City, S.D.	30,457	302
Sheboygan, Wisc.	30,285	303
Iowa City, Iowa	30,074	304
Bismarck, N.D.	30,003	305
Greeley, Colo.	29,848	306
Bloomington, Ind.	29,039	307
Great Falls, Mont.	28,462	308
Kenosha, Wisc.	27,944	309
Wausau, Wisc.	27,801	310
St. Joseph, Mo.	27,338	311
Columbia, Mo.	26,811	312
Lawton, Okla.	26,561	313
Jacksonville, N.C.	25,989	314
Casper, Wyo.	25,967	315
Enid, Okla.	25,360	316
Grand Forks, N.D.	24,070	317
Cheyenne, Wyo.	23,272	318
Las Cruces, N.M.	22,507	319
Lawrence, Kans.	22,329	320
Total Above Areas	**69,635,945**	
Percent of U.S.	**81.2210**	
U.S. Total	**85,736,287**	

Women's and Girls' Clothing Sales

Area	($000)	Rank
New York, N.Y.	4,284,819	1
Los Angeles–Long Beach, Cal.	4,056,255	2
Chicago, Ill.	3,886,990	3
Philadelphia, Pa.	2,328,925	4
Detroit, Mich.	2,067,564	5
Washington, D.C.	2,065,352	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	2,023,792	7
Nassau–Suffolk, N.Y.	1,645,433	8
Atlanta, Ga.	1,564,512	9
Houston, Tex.	1,466,425	10
Dallas, Tex.	1,459,005	11
Anaheim–Santa Ana, Cal.	1,381,430	12
Minneapolis–St. Paul, Minn.	1,144,114	13
Indianapolis, Ind.	1,102,832	14
St. Louis, Mo.	1,092,511	15
Bergen–Passaic, N.J.	1,091,421	16
San Diego, Cal.	1,051,027	17
San Francisco, Cal.	1,041,271	18
Miami–Hialeah, Fla.	1,033,592	19
Seattle, Wash.	1,031,866	20
Baltimore, Md.	1,020,620	21
Phoenix, Ariz.	982,285	22
Pittsburgh, Pa.	911,024	23
Oakland, Cal.	875,676	24
Cleveland, Ohio	868,328	25
Newark, N.J.	852,585	26
Riverside–San Bernardino, Cal.	816,204	27
Denver, Colo.	806,823	28
Tampa–St. Petersburg–Clearwater, Fla.	802,990	29
San Jose, Cal.	802,063	30
Norfolk–Virginia Beach–Newport News, Va.	792,236	31
Kansas City, Mo.–Kans.	738,531	32
Cincinnati, Ohio	712,849	33
Milwaukee, Wisc.	675,228	34
Columbus, Ohio	606,174	35
Honolulu, Haw.	604,786	36
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	588,936	37
Portland, Ore.	582,730	38
Middlesex–Somerset–Hunterdon, N.J.	571,060	39
New Orleans, La.	564,913	40
Sacramento, Cal.	558,467	41
Fort Worth–Arlington, Tex.	552,22[illegible]	42
West Palm Beach–Boca Raton–Delray Beach, Fla.	549,049	43
San Antonio, Tex.	537,304	44
Bridgeport–Stamford–Norwalk–Danbury, Conn.	496,611	45
Hartford–New Britain–Middletown–Bristol, Conn.	493,346	46
Monmouth–Ocean, N.J.	489,815	47
Nashville, Tenn.	477,363	48
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	472,022	49
Orlando, Fla.	469,109	50
Total Top 50	57,890,782	
Salt Lake City–Ogden, Utah	451,808	51
Memphis, Tenn.	451,734	52
Birmingham, Ala.	444,157	53
Louisville, Ky.	430,212	54
Greensboro–Winston-Salem–High Point, N.C.	422,363	55
Richmond–Petersburg, Va.	394,871	56
Rochester, N.Y.	390,760	57
Dayton–Springfield, Ohio	385,702	58
Oklahoma City, Okla.	375,884	59
Jacksonville, Fla.	373,391	60
Buffalo, N.Y.	361,078	61
Albany–Schenectady–Troy, N.Y.	355,950	62
Providence–Pawtucket–Woonsocket, R.I.	349,759	63
New Haven–Waterbury–Meriden, Conn.	348,041	64
Raleigh–Durham, N.C.	335,282	65
Jersey City, N.J.	327,655	66
Austin, Tex.	325,546	67
Las Vegas, Nev.	317,212	68
Grand Rapids, Mich.	316,488	69
Scranton–Wilkes-Barre, Pa.	314,651	70
Greenville–Spartanburg, S.C.	305,184	71
Toledo, Ohio	301,776	72
Tulsa, Okla.	299,781	73
Allentown–Bethlehem–Easton, Pa.	294,556	74
Knoxville, Tenn.	288,357	75
Worcester–Fitchburg–Leominster, Mass.	281,625	76
Omaha, Neb.	266,333	77
Little Rock–North Little Rock, Ark.	264,523	78
Springfield, Mass.	263,018	79
Wilmington, Del.	260,868	80
Oxnard–Ventura, Cal.	256,933	81
New Bedford–Fall River–Attleboro, Mass.	254,571	82
Baton Rouge, La.	249,287	83
Syracuse, N.Y.	238,607	84
Reading, Pa.	236,374	85
Tucson, Ariz.	234,170	86
Harrisburg–Lebanon–Carlisle, Pa.	228,578	87
Lake County, Ill.	225,997	88
Lexington-Fayette, Ky.	223,230	89
Portland, Me.	222,542	90
Akron, Ohio	217,804	91
Columbia, S.C.	214,698	92
El Paso, Tex.	213,403	93
Des Moines, Iowa	211,976	94
St. Cloud, Minn.	207,584	95
Fresno, Cal.	205,161	96
Albuquerque, N.M.	203,159	97
Manchester–Nashua, N.H.	197,049	98
Youngstown–Warren, Ohio	194,586	99
Wichita, Kans.	192,685	100
Total Top 100	71,817,461	
Flint, Mich.	192,129	101
Atlantic City, N.J.	191,538	102
Charleston, S.C.	190,957	103
Madison, Wisc.	190,153	104
Lansing–East Lansing, Mich.	183,478	105
Tacoma, Wash.	182,547	106
Aurora–Elgin, Ill.	181,139	107
Trenton, N.J.	179,255	108
Jackson, Miss.	177,178	109
Saginaw–Bay City–Midland, Mich.	176,698	110
Mobile, Ala.	176,113	111
Spokane, Wash.	175,455	112
Gary–Hammond, Ind.	173,189	113
Fort Myers–Cape Coral, Fla.	168,515	114
Portsmouth–Dover–Rochester, N.H.	165,814	115
Terre Haute, Ind.	162,140	116
Chattanooga, Tenn.	161,026	117
Augusta, Ga.	160,909	118
Colorado Springs, Colo.	160,551	119
York, Pa.	159,126	120
Fort Wayne, Ind.	158,324	121
Sarasota, Fla.	157,666	122
Davenport–Rock Island–Moline, Iowa–Ill.	157,104	123
Reno, Nev.	156,821	124
Canton, Ohio	155,074	125
Beaumont–Port Arthur, Tex.	152,448	126
Shreveport, La.	152,285	127
Santa Rosa–Petaluma, Cal.	151,280	128
Lancaster, Pa.	148,471	129
Salinas–Seaside–Monterey, Cal.	146,881	130
Santa Barbara–Santa Maria–Lompoc, Cal.	144,502	131
Ann Arbor, Mich.	144,107	132
Huntsville, Ala.	142,910	133
Roanoke, Va.	142,848	134
Anchorage, Alas.	140,200	135
Poughkeepsie, N.Y.	139,112	136
Bakersfield, Cal.	136,664	137
Montgomery, Ala.	136,651	138
Johnson City–Kingsport–Bristol, Tenn.	134,522	139
Appleton–Oshkosh–Neenah, Wisc.	132,345	140
Orange County, N.Y.	131,003	141
Vallejo–Fairfield–Napa, Cal.	127,093	142
Pensacola, Fla.	126,525	143
Peoria, Ill.	126,478	144
Stockton, Cal.	125,768	145
Daytona Beach, Fla.	125,255	146
Melbourne–Titusville–Palm Bay, Fla.	123,637	147
Evansville, Ind.	122,867	148
Rockford, Ill.	122,503	149
Huntington–Ashland, W.Va.–Ky.	121,878	150
Total Top 150	79,508,990	
McAllen–Edinburg–Mission, Tex.	121,585	151
Modesto, Cal.	120,814	152
Amarillo, Tex.	120,057	153
Binghamton, N.Y.	117,853	154
Macon–Warner Robins, Ga.	116,851	155
Corpus Christi, Tex.	115,733	156
Springfield, Mo.	115,526	157
Utica–Rome, N.Y.	114,254	158
Lakeland–Winter Haven, Fla.	113,316	159
South Bend–Mishawaka, Ind.	110,663	160
Kalamazoo, Mich.	109,424	161
Charleston, W.Va.	108,968	162
New London–Norwich, Conn.	107,593	163
Savannah, Ga.	107,463	164
Lafayette, La.	106,190	165
Lubbock, Tex.	103,185	166
Boulder–Longmont, Colo.	102,852	167
Galveston–Texas City, Tex.	101,339	168
Columbus, Ga.	100,443	169
Brownsville–Harlingen, Tex.	100,101	170
Lincoln, Neb.	100,053	171
Green Bay, Wisc.	99,671	172
Erie, Pa.	99,208	173
Eugene–Springfield, Ore.	99,146	174
Tallahassee, Fla.	96,908	175
Springfield, Ill.	96,388	176
Fayetteville, N.C.	91,247	177
Duluth, Minn.	90,233	178
Naples, Fla.	89,920	179
Cedar Rapids, Iowa	86,323	180
Salem, Ore.	84,466	181
Fort Pierce, Fla.	83,023	182
Monroe, La.	82,899	183
Charlottesville, Va.	82,707	184
Fargo–Moorhead, N.D.–Minn.	82,212	185
Joliet, Ill.	82,146	186
Niagara Falls, N.Y.	78,911	187
Champaign–Urbana–Rantoul, Ill.	78,081	188
Waco, Tex.	77,666	189
Sioux Falls, S.D.	76,133	190
Gainesville, Fla.	74,515	191
Fort Smith, Ark.	72,192	192
Lorain–Elyria, Ohio	71,643	193
Hickory–Morganton, N.C.	71,127	194
Topeka, Kans.	70,831	195
Alexandria, La.	70,571	196
Racine, Wisc.	70,322	197
Tuscaloosa, Ala.	70,177	198
Asheville, N.C.	69,935	199
Tyler, Tex.	69,235	200
Total Top 200	84,191,089	
Visalia–Tulare–Porterville, Cal.	69,063	201
Lynchburg, Va.	68,106	202
Killeen–Temple, Tex.	67,616	203
Laredo, Tex.	67,434	204
Lima, Ohio	66,714	205
Boise, Ida.	66,435	206
Bradenton, Fla.	66,429	207
Provo–Orem, Utah	66,264	208
Bangor, Me.	66,218	209
Dothan, Ala.	65,808	210
Pittsfield, Mass.	65,225	211
Parkersburg–Marietta, W.Va.–Ohio	64,836	212
Santa Cruz, Cal.	63,029	213
Lake Charles, La.	62,845	214
Longview–Marshall, Tex.	62,383	215
Lafayette–West Lafayette, Ind.	62,178	216
Rochester, Minn.	62,151	217
Altoona, Pa.	62,145	218
Wilmington, N.C.	61,921	219
Wheeling, W.Va.	60,970	220
Billings, Mont.	60,614	221
Eau Claire, Wisc.	[illegible],796	222
Fort Walton Beach, Fla.	59,315	223
Vancouver, Wash.	58,887	224
Fort Collins–Loveland, Colo.	57,648	225
Wichita Falls, Tex.	57,141	226
Beaver County, Pa.	57,091	227
Biloxi–Gulfport, Miss.	56,876	228
Clarksville–Hopkinsville, Tenn.–Ky.	56,709	229
Burlington, Vt.	56,488	230
Bloomington–Normal, Ill.	56,175	231
Waterloo–Cedar Falls, Iowa	56,126	232
Midland, Tex.	56,063	233
Anderson, S.C.	55,969	234
Florence, Ala.	55,149	235
Ocala, Fla.	55,107	236
Lawton, Okla.	54,544	237
Columbia, Mo.	54,413	238
Johnstown, Pa.	54,407	239
Texarkana, Tex.–Ark.	54,396	240
Joplin, Mo.	53,384	241
Panama City, Fla.	53,087	242
Athens, Ga.	52,887	243
Mansfield, Ohio	52,827	244
Santa Fe, N.M.	52,652	245
Sioux City, Iowa	52,641	246
Yakima, Wash.	52,591	247
Medford, Ore.	52,543	248
La Crosse, Wisc.	52,504	249
Albany, Ga.	51,524	250
Total Top 250	87,149,213	
Houma–Thibodaux, La.	51,388	251
Abilene, Tex.	50,537	252
Fayetteville–Springdale, Ark.	50,433	253
Dubuque, Iowa	49,834	254
Janesville–Beloit, Wisc.	48,805	255
Decatur, Ill.	48,752	256
Florence, S.C.	47,988	257
Muskegon, Mich.	47,847	258
Chico, Cal.	47,793	259
Burlington, N.C.	47,751	260
Brazoria, Tex.	47,658	261
Owensboro, Ky.	47,648	262
Jackson, Tenn.	47,569	263
Battle Creek, Mich.	46,567	264
Bryan–College Station, Tex.	46,519	265
Olympia, Wash.	46,504	266
Elkhart–Goshen, Ind.	46,258	267
Odessa, Tex.	46,063	268
Cumberland, Md.	45,468	269
Elmira, N.Y.	45,338	270
Bremerton, Wash.	44,888	271
Hamilton–Middletown, Ohio	44,784	272
Jackson, Mich.	44,613	273
Williamsport, Pa.	44,415	274
Grand Forks, N.D.	44,072	275
Benton Harbor, Mich.	43,567	276
Bloomington, Ind.	43,409	277
Glens Falls, N.Y.	43,345	278
Muncie, Ind.	42,414	279
Vineland–Millville–Bridgeton, N.J.	41,992	280
State College, Pa.	41,979	281
Rapid City, S.D.	41,865	282
Jamestown–Dunkirk, N.Y.	41,723	283
Bismarck, N.D.	41,501	284
Richland–Kennewick–Pasco, Wash.	41,173	285
Wausau, Wisc.	40,787	286
San Angelo, Tex.	40,483	287
Sherman–Denison, Tex.	40,281	288
Hagerstown, Md.	39,619	289
Redding, Cal.	39,373	290
Steubenville–Weirton, Ohio–W.Va.	39,195	291
Decatur, Ala.	39,047	292
Bellingham, Wash.	38,992	293
Anderson, Ind.	37,977	294
Great Falls, Mont.	37,945	295
Anniston, Ala.	37,816	296
Greeley, Colo.	37,555	297
Sharon, Pa.	37,243	298
Pueblo, Colo.	36,634	299
Iowa City, Iowa	36,252	300
Gadsden, Ala.	36,137	301
Danville, Va.	35,929	302
Kenosha, Wisc.	35,275	303
Lewiston–Auburn, Me.	35,036	304
Victoria, Tex.	34,373	305
Jacksonville, N.C.	33,640	306
Pine Bluff, Ark.	32,983	307
Yuma, Ariz.	32,744	308
Las Cruces, N.M.	[illegible],818	309
Merced, Cal.	31,726	310
St. Joseph, Mo.	29,173	311
Sheboygan, Wisc.	29,019	312
Cheyenne, Wyo.	27,311	313
Enid, Okla.	27,000	314
Yuba City, Cal.	26,646	315
Kankakee, Ill.	25,541	316
Lawrence, Kans.	24,730	317
Pascagoula, Miss.	23,100	318
Kokomo, Ind.	20,153	319
Casper, Wyo.	17,742	320
Total Above Areas	89,920,970	
Percent of U.S.	87.3311	
U.S. Total	102,965,624	

Men's and Boys' Clothing Sales

Area	($000)	Rank
New York, N.Y.	2,137,470	1
Los Angeles–Long Beach, Cal.	2,018,584	2
Chicago, Ill.	1,725,739	3
Philadelphia, Pa.	1,085,528	4
Washington, D.C.	1,023,500	5
Detroit, Mich.	1,001,948	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	935,867	7
Nassau–Suffolk, N.Y.	822,966	8
Houston, Tex.	764,998	9
Dallas, Tex.	726,881	10
Anaheim–Santa Ana, Cal.	709,911	11
Atlanta, Ga.	705,875	12
Minneapolis–St. Paul, Minn.	644,109	13
San Francisco, Cal.	570,346	14
Seattle, Wash.	533,024	15
San Diego, Cal.	526,429	16
Baltimore, Md.	516,696	17
St. Louis, Mo.	502,519	18
Miami–Hialeah, Fla.	487,854	19
Bergen–Passaic, N.J.	451,098	20
Riverside–San Bernardino, Cal.	437,804	21
Pittsburgh, Pa.	432,036	22
Phoenix, Ariz.	418,092	23
Oakland, Cal.	413,153	24
Cleveland, Ohio	411,615	25
Denver, Colo.	396,825	26
Tampa–St. Petersburg–Clearwater, Fla.	391,123	27
San Jose, Cal.	368,335	28
Kansas City, Mo.–Kans.	367,205	29
Newark, N.J.	351,065	30
Milwaukee, Wisc.	340,476	31
Cincinnati, Ohio	339,418	32
Columbus, Ohio	324,642	33
Honolulu, Haw.	307,901	34
Middlesex–Somerset–Hunterdon, N.J.	299,276	35
Portland, Ore.	295,001	36
Norfolk–Virginia Beach–Newport News, Va.	289,422	37
Fort Worth–Arlington, Tex.	282,860	38
Indianapolis, Ind.	281,218	39
Sacramento, Cal.	278,743	40
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	267,176	41
New Orleans, La.	265,936	42
San Antonio, Tex.	251,748	43
Salt Lake City–Ogden, Utah	238,963	44
Hartford–New Britain–Middletown–Bristol, Conn.	237,565	45
Bridgeport–Stamford–Norwalk–Danbury, Conn.	236,697	46
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	229,344	47
Monmouth–Ocean, N.J.	228,965	48
Nashville, Tenn.	224,290	49
Orlando, Fla.	223,404	50
Total Top 50	**27,331,640**	
West Palm Beach–Boca Raton–Delray Beach, Fla.	216,229	51
Memphis, Tenn.	208,181	52
Portland, Me.	195,477	53
Louisville, Ky.	193,250	54
Birmingham, Ala.	192,492	55
Buffalo, N.Y.	188,811	56
Dayton–Springfield, Ohio	188,486	57
Rochester, N.Y.	187,857	58
Oklahoma City, Okla.	185,481	59
Las Vegas, Nev.	184,469	60
Greensboro–Winston-Salem–High Point, N.C.	182,568	61
Grand Rapids, Mich.	179,992	62
Providence–Pawtucket–Woonsocket, R.I.	178,326	63
Richmond–Petersburg, Va.	176,958	64
Albany–Schenectady–Troy, N.Y.	170,318	65
New Haven–Waterbury–Meriden, Conn.	166,533	66
Austin, Tex.	158,504	67
Toledo, Ohio	157,036	68
Jacksonville, Fla.	156,263	69
Raleigh–Durham, N.C.	152,195	70
Scranton–Wilkes-Barre, Pa.	144,056	71
Oxnard–Ventura, Cal.	139,205	72
Omaha, Neb.	138,754	73
Tulsa, Okla.	138,158	74
Knoxville, Tenn.	135,929	75
Worcester–Fitchburg–Leominster, Mass.	133,151	76
Allentown–Bethlehem–Easton, Pa.	132,972	77
Springfield, Mass.	124,291	78
Wilmington, Del.	124,013	79
St. Cloud, Minn.	123,008	80
Little Rock–North Little Rock, Ark.	121,718	81
Syracuse, N.Y.	120,858	82
Jersey City, N.J.	120,779	83
Baton Rouge, La.	119,901	84
New Bedford–Fall River–Attleboro, Mass.	118,508	85
Albuquerque, N.M.	117,616	86
Tucson, Ariz.	115,590	87
Akron, Ohio	114,785	88
Greenville–Spartanburg, S.C.	113,967	89
Wichita, Kans.	113,808	90
Fresno, Cal.	113,338	91
Lake County, Ill.	110,544	92
El Paso, Tex.	109,280	93
Des Moines, Iowa	107,729	94
Harrisburg–Lebanon–Carlisle, Pa.	107,473	95
Reading, Pa.	105,393	96
Manchester–Nashua, N.H.	102,545	97
Madison, Wisc.	99,519	98
Lansing–East Lansing, Mich.	96,530	99
Flint, Mich.	96,324	100
Total Top 100	**34,510,806**	
Tacoma, Wash.	95,303	101
Lexington-Fayette, Ky.	95,143	102
Gary–Hammond, Ind.	95,106	103
Youngstown–Warren, Ohio	94,222	104
Saginaw–Bay City–Midland, Mich.	92,971	105
Columbia, S.C.	91,931	106
Spokane, Wash.	88,891	107
Reno, Nev.	86,503	108
Charleston, S.C.	86,342	109
Portsmouth–Dover–Rochester, N.H.	86,054	110
Aurora–Elgin, Ill.	85,584	111
Trenton, N.J.	85,224	112
Atlantic City, N.J.	83,450	113
Bakersfield, Cal.	80,500	114
Chattanooga, Tenn.	80,472	115
Mobile, Ala.	78,021	116
York, Pa.	77,341	117
Fort Wayne, Ind.	76,350	118
Augusta, Ga.	76,348	119
Davenport–Rock Island–Moline, Iowa–Ill.	76,063	120
Jackson, Miss.	75,797	121
Salinas–Seaside–Monterey, Cal.	73,170	122
Santa Rosa–Petaluma, Cal.	73,071	123
Colorado Springs, Colo.	72,159	124
Johnson City–Kingsport–Bristol, Tenn.	71,998	125
Beaumont–Port Arthur, Tex.	71,429	126
Ann Arbor, Mich.	70,889	127
Orange County, N.Y.	70,758	128
Canton, Ohio	70,649	129
Fort Myers–Cape Coral, Fla.	69,370	130
Santa Barbara–Santa Maria–Lompoc, Cal.	68,762	131
Shreveport, La.	68,696	132
Appleton–Oshkosh–Neenah, Wisc.	67,844	133
Stockton, Cal.	67,488	134
Lancaster, Pa.	67,475	135
Anchorage, Alas.	64,644	136
Daytona Beach, Fla.	63,271	137
Modesto, Cal.	62,978	138
Montgomery, Ala.	62,760	139
McAllen–Edinburg–Mission, Tex.	62,423	140
Sarasota, Fla.	62,028	141
Peoria, Ill.	60,801	142
Huntington–Ashland, W.Va.–Ky.	60,298	143
Vallejo–Fairfield–Napa, Cal.	60,040	144
Melbourne–Titusville–Palm Bay, Fla.	59,791	145
South Bend–Mishawaka, Ind.	59,266	146
Pensacola, Fla.	59,235	147
Poughkeepsie, N.Y.	59,093	148
Huntsville, Ala.	59,087	149
Roanoke, Va.	59,047	150
Total Top 150	**38,196,942**	
Rockford, Ill.	58,733	151
Evansville, Ind.	58,192	152
Springfield, Mo.	57,761	153
Amarillo, Tex.	57,309	154
Binghamton, N.Y.	57,269	155
Lakeland–Winter Haven, Fla.	53,521	156
Charleston, W.Va.	53,240	157
Kalamazoo, Mich.	52,655	158
Lubbock, Tex.	52,564	159
Green Bay, Wisc.	52,299	160
New London–Norwich, Conn.	51,632	161
Macon–Warner Robins, Ga.	50,810	162
Boulder–Longmont, Colo.	50,288	163
Eugene–Springfield, Ore.	49,563	164
Corpus Christi, Tex.	49,474	165
Terre Haute, Ind.	48,492	166
Lincoln, Neb.	48,190	167
Springfield, Ill.	47,114	168
Erie, Pa.	46,579	169
Fayetteville, N.C.	46,452	170
Brownsville–Harlingen, Tex.	46,428	171
Duluth, Minn.	46,208	172
Utica–Rome, N.Y.	45,995	173
Tallahassee, Fla.	45,875	174
Columbus, Ga.	45,592	175
Galveston–Texas City, Tex.	45,061	176
Savannah, Ga.	44,438	177
Bangor, Me.	44,390	178
Lafayette, La.	43,889	179
Champaign–Urbana–Rantoul, Ill.	42,832	180
Salem, Ore.	42,656	181
Cedar Rapids, Iowa	41,917	182
Fargo–Moorhead, N.D.–Minn.	41,799	183
Joliet, Ill.	41,393	184
Decatur, Ill.	40,582	185
Laredo, Tex.	39,539	186
Racine, Wisc.	38,291	187
Sioux Falls, S.D.	38,279	188
Niagara Falls, N.Y.	38,197	189
Naples, Fla.	37,699	190
Visalia–Tulare–Porterville, Cal.	37,579	191
Monroe, La.	37,505	192
Waco, Tex.	37,425	193
Lorain–Elyria, Ohio	37,375	194
Gainesville, Fla.	37,300	195
Provo–Orem, Utah	36,324	196
Bradenton, Fla.	35,433	197
Fort Pierce, Fla.	35,291	198
Topeka, Kans.	35,088	199
Asheville, N.C.	34,838	200
Total Top 200	**40,454,297**	
Alexandria, La.	34,707	201
Lima, Ohio	34,442	202
Fort Smith, Ark.	33,839	203
Boise, Ida.	33,271	204
Burlington, Vt.	32,931	205
Rochester, Minn.	32,901	206
Santa Cruz, Cal.	32,892	207
Tuscaloosa, Ala.	32,846	208
Eau Claire, Wisc.	32,451	209
Lafayette–West Lafayette, Ind.	32,323	210
Tyler, Tex.	32,241	211
Killeen–Temple, Tex.	32,190	212
Charlottesville, Va.	31,889	213
Wichita Falls, Tex.	31,881	214
Longview–Marshall, Tex.	31,389	215
Lynchburg, Va.	31,211	216
Anderson, Ind.	30,802	217
Wheeling, W.Va.	30,546	218
Pittsfield, Mass.	30,526	219
Yakima, Wash.	30,227	220
Sioux City, Iowa	30,082	221
Wilmington, N.C.	30,068	222
Vancouver, Wash.	29,626	223
Altoona, Pa.	29,598	224
Bloomington–Normal, Ill.	29,510	225
Parkersburg–Marietta, W.Va.–Ohio	29,243	226
Hickory–Morganton, N.C.	29,189	227
Ocala, Fla.	29,021	228
Dothan, Ala.	28,851	229
Florence, Ala.	28,410	230
Beaver County, Pa.	28,282	231
Lake Charles, La.	28,118	232
Waterloo–Cedar Falls, Iowa	27,895	233
Fort Walton Beach, Fla.	27,867	234
Biloxi–Gulfport, Miss.	27,715	235
Panama City, Fla.	27,682	236
Medford, Ore.	27,562	237
Fayetteville–Springdale, Ark.	27,450	238
Billings, Mont.	27,223	239
Battle Creek, Mich.	27,222	240
Lawton, Okla.	27,127	241
Fort Collins–Loveland, Colo.	27,087	242
Clarksville–Hopkinsville, Tenn.–Ky.	27,001	243
Texarkana, Tex.–Ark.	26,758	244
Chico, Cal.	26,280	245
Johnstown, Pa.	26,183	246
Mansfield, Ohio	26,171	247
Jackson, Mich.	25,955	248
Bloomington, Ind.	25,844	249
Santa Fe, N.M.	25,744	250
Total Top 250	**41,934,566**	
Athens, Ga.	25,372	251
Florence, S.C.	25,333	252
Muskegon, Mich.	25,223	253
Grand Forks, N.D.	25,180	254
La Crosse, Wisc.	24,985	255
Joplin, Mo.	24,016	256
Columbia, Mo.	23,891	257
Benton Harbor, Mich.	23,851	258
Janesville–Beloit, Wisc.	23,833	259
Lewiston–Auburn, Me.	23,771	260
Bryan–College Station, Tex.	23,712	261
Houma–Thibodaux, La.	23,449	262
Abilene, Tex.	23,356	263
Brazoria, Tex.	23,348	264
Albany, Ga.	23,328	265
Elmira, N.Y.	23,014	266
Rapid City, S.D.	22,846	267
State College, Pa.	22,705	268
Richland–Kennewick–Pasco, Wash.	22,658	269
Muncie, Ind.	22,547	270
Dubuque, Iowa	22,418	271
Odessa, Tex.	22,376	272
Wausau, Wisc.	22,339	273
Bellingham, Wash.	22,285	274
Burlington, N.C.	22,258	275
Elkhart–Goshen, Ind.	22,233	276
Williamsport, Pa.	22,211	277
Anderson, S.C.	22,064	278
Redding, Cal.	22,047	279
Midland, Tex.	22,007	280
Cumberland, Md.	21,997	281
Olympia, Wash.	21,884	282
Jackson, Tenn.	21,638	283
Vineland–Millville–Bridgeton, N.J.	21,590	284
Hagerstown, Md.	21,156	285
Owensboro, Ky.	20,960	286
Bismarck, N.D.	20,773	287
Jamestown–Dunkirk, N.Y.	20,742	288
Danville, Va.	20,463	289
Steubenville–Weirton, Ohio–W.Va.	20,409	290
Bremerton, Wash.	20,350	291
Hamilton–Middletown, Ohio	20,203	292
San Angelo, Tex.	20,066	293
Jacksonville, N.C.	19,422	294
Merced, Cal.	19,258	295
Sharon, Pa.	19,162	296
Glens Falls, N.Y.	19,135	297
Pueblo, Colo.	19,021	298
Sherman–Denison, Tex.	18,088	299
Kenosha, Wisc.	17,889	300
Decatur, Ala.	17,499	301
Victoria, Tex.	16,974	302
Anniston, Ala.	16,910	303
Greeley, Colo.	16,768	304
Yuma, Ariz.	16,594	305
Iowa City, Iowa	16,532	306
Sheboygan, Wisc.	16,350	307
Gadsden, Ala.	15,602	308
Las Cruces, N.M.	15,575	309
St. Joseph, Mo.	15,191	310
Great Falls, Mont.	14,752	311
Cheyenne, Wyo.	14,709	312
Yuba City, Cal.	14,350	313
Pine Bluff, Ark.	13,981	314
Kokomo, Ind.	12,957	315
Enid, Okla.	12,772	316
Lawrence, Kans.	12,720	317
Pascagoula, Miss.	12,658	318
Kankakee, Ill.	12,038	319
Casper, Wyo.	10,864	320
Total Above Areas	**43,333,224**	
Percent of U.S.	**86.5953**	
U.S. Total	**50,041,089**	

Footwear Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	1,204,658	1
New York, N.Y.	1,144,992	2
Chicago, Ill.	985,982	3
Philadelphia, Pa.	569,728	4
Detroit, Mich.	539,798	5
Washington, D.C.	534,040	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	447,487	7
Nassau–Suffolk, N.Y.	415,168	8
Dallas, Tex.	406,907	9
Atlanta, Ga.	397,645	10
Houston, Tex.	397,210	11
Anaheim–Santa Ana, Cal.	386,312	12
San Diego, Cal.	332,314	13
Miami–Hialeah, Fla.	315,223	14
Seattle, Wash.	309,965	15
Minneapolis–St. Paul, Minn.	301,821	16
San Francisco, Cal.	294,754	17
Baltimore, Md.	289,279	18
Oakland, Cal.	276,768	19
St. Louis, Mo.	274,615	20
San Jose, Cal.	254,312	21
Phoenix, Ariz.	245,955	22
Bergen–Passaic, N.J.	241,716	23
Tampa–St. Petersburg–Clearwater, Fla.	240,144	24
Riverside–San Bernardino, Cal.	239,835	25
Pittsburgh, Pa.	226,660	26
Newark, N.J.	224,238	27
Denver, Colo.	211,434	28
Cleveland, Ohio	208,897	29
New Orleans, La.	187,485	30
Kansas City, Mo.–Kans.	187,046	31
Indianapolis, Ind.	184,722	32
Portland, Ore.	183,652	33
Milwaukee, Wisc.	179,817	34
Cincinnati, Ohio	171,888	35
San Antonio, Tex.	171,387	36
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	171,122	37
Fort Worth–Arlington, Tex.	167,427	38
Norfolk–Virginia Beach–Newport News, Va.	161,310	39
Sacramento, Cal.	160,511	40
Columbus, Ohio	147,897	41
Salt Lake City–Ogden, Utah	137,473	42
Honolulu, Haw.	135,241	43
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	134,541	44
Middlesex–Somerset–Hunterdon, N.J.	132,998	45
Orlando, Fla.	131,523	46
Bridgeport–Stamford–Norwalk–Danbury, Conn.	129,785	47
Las Vegas, Nev.	129,153	48
West Palm Beach–Boca Raton–Delray Beach, Fla.	124,872	49
Portland, Me.	121,388	50
Total Top 50	**15,169,098**	
Memphis, Tenn.	120,246	51
Nashville, Tenn.	119,511	52
Birmingham, Ala.	118,976	53
Hartford–New Britain–Middletown–Bristol, Conn.	118,548	54
Oklahoma City, Okla.	115,434	55
Greensboro–Winston-Salem–High Point, N.C.	112,325	56
Austin, Tex.	106,045	57
Louisville, Ky.	104,525	58
Monmouth–Ocean, N.J.	104,171	59
Dayton–Springfield, Ohio	103,018	60
Buffalo, N.Y.	101,643	61
Rochester, N.Y.	101,296	62
Richmond–Petersburg, Va.	94,915	63
Raleigh–Durham, N.C.	89,301	64
Jacksonville, Fla.	89,066	65
Albany–Schenectady–Troy, N.Y.	86,174	66
Jersey City, N.J.	86,020	67
Tulsa, Okla.	85,820	68
New Haven–Waterbury–Meriden, Conn.	85,455	69
Providence–Pawtucket–Woonsocket, R.I.	83,476	70
Grand Rapids, Mich.	82,210	71
Greenville–Spartanburg, S.C.	82,051	72
Baton Rouge, La.	77,850	73
Oxnard–Ventura, Cal.	76,907	74
Tucson, Ariz.	76,825	75
Albuquerque, N.M.	74,730	76
Omaha, Neb.	72,722	77
El Paso, Tex.	71,193	78
Toledo, Ohio	71,105	79
Little Rock–North Little Rock, Ark.	70,665	80
Allentown–Bethlehem–Easton, Pa.	70,515	81
Knoxville, Tenn.	67,623	82
Scranton–Wilkes-Barre, Pa.	67,463	83
Wilmington, Del.	65,468	84
Tacoma, Wash.	65,451	85
Wichita, Kans.	65,166	86
Fresno, Cal.	64,799	87
Mobile, Ala.	61,855	88
Harrisburg–Lebanon–Carlisle, Pa.	61,670	89
Syracuse, N.Y.	58,433	90
Akron, Ohio	58,045	91
Charleston, S.C.	57,686	92
Worcester–Fitchburg–Leominster, Mass.	56,438	93
Roanoke, Va.	56,018	94
Jackson, Miss.	55,958	95
New Bedford–Fall River–Attleboro, Mass.	55,015	96
Gary–Hammond, Ind.	54,444	97
Springfield, Mass.	53,354	98
Trenton, N.J.	53,315	99
Columbia, S.C.	53,213	100
Total Top 100	**19,153,257**	
Spokane, Wash.	52,789	101
Lake County, Ill.	51,760	102
Manchester–Nashua, N.H.	51,050	103
Madison, Wisc.	49,865	104
Terre Haute, Ind.	49,619	105
Bakersfield, Cal.	49,181	106
Saginaw–Bay City–Midland, Mich.	48,282	107
Des Moines, Iowa	47,673	108
Reno, Nev.	47,376	109
Youngstown–Warren, Ohio	47,243	110
Flint, Mich.	45,011	111
Lexington-Fayette, Ky.	44,886	112
Aurora–Elgin, Ill.	44,719	113
Lansing–East Lansing, Mich.	44,670	114
Chattanooga, Tenn.	44,432	115
Shreveport, La.	44,226	116
Augusta, Ga.	44,102	117
Santa Rosa–Petaluma, Cal.	42,929	118
Fort Myers–Cape Coral, Fla.	42,660	119
Colorado Springs, Colo.	42,498	120
Santa Barbara–Santa Maria–Lompoc, Cal.	42,137	121
Johnson City–Kingsport–Bristol, Tenn.	41,357	122
Portsmouth–Dover–Rochester, N.H.	41,335	123
Reading, Pa.	40,050	124
Salinas–Seaside–Monterey, Cal.	39,889	125
Beaumont–Port Arthur, Tex.	39,834	126
Stockton, Cal.	39,390	127
Atlantic City, N.J.	39,175	128
Corpus Christi, Tex.	38,962	129
Ann Arbor, Mich.	38,849	130
Montgomery, Ala.	38,563	131
Modesto, Cal.	38,479	132
Lancaster, Pa.	38,413	133
Fort Wayne, Ind.	38,303	134
McAllen–Edinburg–Mission, Tex.	38,052	135
Davenport–Rock Island–Moline, Iowa–Ill.	37,842	136
Sarasota, Fla.	37,831	137
York, Pa.	37,495	138
Anchorage, Alas.	37,405	139
St. Cloud, Minn.	37,353	140
Vallejo–Fairfield–Napa, Cal.	36,114	141
Canton, Ohio	36,001	142
Lubbock, Tex.	35,998	143
Daytona Beach, Fla.	35,533	144
Appleton–Oshkosh–Neenah, Wisc.	33,106	145
Eugene–Springfield, Ore.	32,687	146
Pensacola, Fla.	32,170	147
Macon–Warner Robins, Ga.	32,156	148
Huntsville, Ala.	32,148	149
Lafayette, La.	31,840	150
Total Top 150	**21,206,695**	
Orange County, N.Y.	31,585	151
Peoria, Ill.	31,480	152
Kalamazoo, Mich.	31,406	153
Huntington–Ashland, W.Va.–Ky.	31,142	154
Rockford, Ill.	30,859	155
Amarillo, Tex.	30,216	156
Savannah, Ga.	29,448	157
Brownsville–Harlingen, Tex.	29,100	158
Evansville, Ind.	28,871	159
Springfield, Mo.	28,783	160
Tallahassee, Fla.	28,702	161
Charleston, W.Va.	28,361	162
Salem, Ore.	28,211	163
Fayetteville, N.C.	28,178	164
Melbourne–Titusville–Palm Bay, Fla.	28,175	165
Boulder–Longmont, Colo.	27,965	166
Lakeland–Winter Haven, Fla.	27,834	167
Poughkeepsie, N.Y.	27,703	168
South Bend–Mishawaka, Ind.	26,985	169
Columbus, Ga.	26,955	170
Galveston–Texas City, Tex.	26,863	171
Waco, Tex.	26,437	172
New London–Norwich, Conn.	25,971	173
Lincoln, Neb.	25,922	174
Green Bay, Wisc.	25,886	175
Niagara Falls, N.Y.	25,738	176
Racine, Wisc.	24,827	177
Binghamton, N.Y.	24,614	178
Monroe, La.	24,376	179
Bangor, Me.	24,233	180
Asheville, N.C.	23,726	181
Tyler, Tex.	23,537	182
Erie, Pa.	23,273	183
Utica–Rome, N.Y.	22,981	184
Provo–Orem, Utah	22,855	185
Sharon, Pa.	22,258	186
Santa Cruz, Cal.	22,152	187
Champaign–Urbana–Rantoul, Ill.	21,989	188
Visalia–Tulare–Porterville, Cal.	21,879	189
Alexandria, La.	21,366	190
Naples, Fla.	21,281	191
Longview–Marshall, Tex.	21,066	192
Gainesville, Fla.	21,009	193
Cedar Rapids, Iowa	20,748	194
Laredo, Tex.	20,724	195
Hickory–Morganton, N.C.	20,636	196
Springfield, Ill.	20,614	197
Dothan, Ala.	20,497	198
Sioux Falls, S.D.	20,448	199
Lake Charles, La.	20,404	200
Total Top 200	**22,476,964**	
Duluth, Minn.	20,117	201
Fargo–Moorhead, N.D.–Minn.	19,902	202
Bradenton, Fla.	19,828	203
Fort Smith, Ark.	19,701	204
Topeka, Kans.	19,695	205
Joplin, Mo.	19,611	206
Tuscaloosa, Ala.	19,495	207
Wausau, Wisc.	19,452	208
Wilmington, N.C.	19,435	209
Fort Pierce, Fla.	19,431	210
Boise, Ida.	19,055	211
Killeen–Temple, Tex.	19,002	212
Houma–Thibodaux, La.	18,253	213
Fort Collins–Loveland, Colo.	18,085	214
Santa Fe, N.M.	17,951	215
Yakima, Wash.	17,907	216
Charlottesville, Va.	17,561	217
Joliet, Ill.	17,542	218
Odessa, Tex.	17,247	219
Lynchburg, Va.	17,201	220
Vancouver, Wash.	17,187	221
Wichita Falls, Tex.	17,044	222
Athens, Ga.	16,959	223
Medford, Ore.	16,890	224
Panama City, Fla.	16,656	225
Lorain–Elyria, Ohio	16,466	226
Lima, Ohio	16,286	227
Billings, Mont.	16,189	228
Bremerton, Wash.	16,179	229
Fayetteville–Springdale, Ark.	16,110	230
Abilene, Tex.	16,067	231
Biloxi–Gulfport, Miss.	16,019	232
Clarksville–Hopkinsville, Tenn.–Ky.	15,944	233
Burlington, N.C.	15,752	234
Bellingham, Wash.	15,409	235
Parkersburg–Marietta, W.Va.–Ohio	15,392	236
Beaver County, Pa.	15,286	237
Anderson, S.C.	15,282	238
Rochester, Minn.	15,107	239
Chico, Cal.	15,085	240
Midland, Tex.	14,923	241
Florence, S.C.	14,839	242
Lafayette–West Lafayette, Ind.	14,739	243
Wheeling, W.Va.	14,672	244
Florence, Ala.	14,620	245
Ocala, Fla.	14,548	246
Johnstown, Pa.	14,544	247
Olympia, Wash.	14,345	248
Albany, Ga.	14,265	249
Fort Walton Beach, Fla.	14,263	250
Total Top 250	**23,320,502**	
Bloomington–Normal, Ill.	14,257	251
Benton Harbor, Mich.	14,040	252
Rapid City, S.D.	14,009	253
La Crosse, Wisc.	13,911	254
Columbia, Mo.	13,798	255
Brazoria, Tex.	13,676	256
Pittsfield, Mass.	13,646	257
Bryan–College Station, Tex.	13,628	258
Kenosha, Wisc.	13,570	259
Eau Claire, Wisc.	13,552	260
Texarkana, Tex.–Ark.	13,477	261
Altoona, Pa.	13,462	262
Elkhart–Goshen, Ind.	13,460	263
Battle Creek, Mich.	13,448	264
Williamsport, Pa.	13,378	265
Sioux City, Iowa	13,317	266
Redding, Cal.	13,217	267
Mansfield, Ohio	13,172	268
Lawton, Okla.	13,168	269
Decatur, Ill.	13,110	270
Muskegon, Mich.	12,978	271
Burlington, Vt.	12,957	272
Waterloo–Cedar Falls, Iowa	12,874	273
Elmira, N.Y.	12,756	274
Owensboro, Ky.	12,643	275
Vineland–Millville–Bridgeton, N.J.	12,418	276
San Angelo, Tex.	12,244	277
Jackson, Mich.	12,155	278
Cumberland, Md.	12,093	279
Pueblo, Colo.	12,032	280
Janesville–Beloit, Wisc.	12,018	281
Lewiston–Auburn, Me.	11,889	282
Jackson, Tenn.	11,883	283
Hamilton–Middletown, Ohio	11,844	284
Merced, Cal.	11,635	285
Richland–Kennewick–Pasco, Wash.	11,518	286
Grand Forks, N.D.	11,201	287
Muncie, Ind.	11,088	288
Victoria, Tex.	11,080	289
Anniston, Ala.	10,995	290
Sherman–Denison, Tex.	10,788	291
Bloomington, Ind.	10,662	292
Decatur, Ala.	10,625	293
State College, Pa.	10,564	294
Hagerstown, Md.	10,476	295
Gadsden, Ala.	10,353	296
Dubuque, Iowa	10,300	297
Pine Bluff, Ark.	10,049	298
Las Cruces, N.M.	9,984	299
Jacksonville, N.C.	9,916	300
Bismarck, N.D.	9,901	301
Iowa City, Iowa	9,851	302
Great Falls, Mont.	9,592	303
Anderson, Ind.	9,486	304
Pascagoula, Miss.	9,480	305
Sheboygan, Wisc.	9,094	306
Glens Falls, N.Y.	9,080	307
Greeley, Colo.	8,943	308
Steubenville–Weirton, Ohio–W.Va.	8,899	309
Jamestown–Dunkirk, N.Y.	8,746	310
Cheyenne, Wyo.	8,508	311
St. Joseph, Mo.	8,399	312
Yuma, Ariz.	7,971	313
Danville, Va.	7,892	314
Lawrence, Kans.	7,394	315
Yuba City, Cal.	7,031	316
Casper, Wyo.	7,000	317
Enid, Okla.	6,527	318
Kankakee, Ill.	6,454	319
Kokomo, Ind.	3,524	320
Total Above Areas	**24,099,788**	
Percent of U.S.	**87.0450**	
U.S. Total	**27,686,580**	

Major Household Appliance Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	884,322	1
Chicago, Ill.	579,510	2
New York, N.Y.	558,253	3
Detroit, Mich.	402,229	4
Philadelphia, Pa.	363,614	5
Nassau–Suffolk, N.Y.	345,587	6
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	336,324	7
Atlanta, Ga.	306,286	8
Washington, D.C.	304,385	9
Anaheim–Santa Ana, Cal.	268,980	10
Tampa–St. Petersburg–Clearwater, Fla.	258,066	11
Dallas, Tex.	248,625	12
Houston, Tex.	245,225	13
San Diego, Cal.	239,719	14
Phoenix, Ariz.	228,577	15
Miami–Hialeah, Fla.	215,084	16
Riverside–San Bernardino, Cal.	210,438	17
Minneapolis–St. Paul, Minn.	210,011	18
Oakland, Cal.	209,746	19
St. Louis, Mo.	200,410	20
Seattle, Wash.	200,070	21
Baltimore, Md.	195,794	22
Pittsburgh, Pa.	173,483	23
Denver, Colo.	154,406	24
Orlando, Fla.	152,203	25
Bergen–Passaic, N.J.	149,933	26
San Francisco, Cal.	149,135	27
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	148,285	28
San Jose, Cal.	146,249	29
Cleveland, Ohio	145,375	30
New Orleans, La.	145,206	31
Sacramento, Cal.	141,566	32
Kansas City, Mo.–Kans.	140,831	33
Milwaukee, Wisc.	140,383	34
Newark, N.J.	140,282	35
Cincinnati, Ohio	136,248	36
Indianapolis, Ind.	131,268	37
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	123,385	38
Greensboro–Winston-Salem–High Point, N.C.	121,458	39
Hartford–New Britain–Middletown–Bristol, Conn.	120,278	40
Norfolk–Virginia Beach–Newport News, Va.	119,199	41
Albany–Schenectady–Troy, N.Y.	110,094	42
Nashville, Tenn.	106,512	43
San Antonio, Tex.	104,262	44
Portland, Ore.	103,553	45
Middlesex–Somerset–Hunterdon, N.J.	102,181	46
Fort Worth–Arlington, Tex.	101,165	47
Bridgeport–Stamford–Norwalk–Danbury, Conn.	95,471	48
Rochester, N.Y.	94,640	49
Salt Lake City–Ogden, Utah	92,921	50
Total Top 50	**10,601,227**	
Lake County, Ill.	91,830	51
Columbus, Ohio	90,592	52
Monmouth–Ocean, N.J.	88,408	53
Memphis, Tenn.	86,283	54
Dayton–Springfield, Ohio	84,498	55
Richmond–Petersburg, Va.	83,609	56
Louisville, Ky.	83,489	57
Providence–Pawtucket–Woonsocket, R.I.	82,809	58
Jacksonville, Fla.	82,496	59
West Palm Beach–Boca Raton–Delray Beach, Fla.	82,069	60
Birmingham, Ala.	79,710	61
Buffalo, N.Y.	78,674	62
Grand Rapids, Mich.	77,475	63
New Haven–Waterbury–Meriden, Conn.	75,868	64
Las Vegas, Nev.	75,226	65
Scranton–Wilkes-Barre, Pa.	74,214	66
Raleigh–Durham, N.C.	69,773	67
Oklahoma City, Okla.	69,727	68
Honolulu, Haw.	68,981	69
Syracuse, N.Y.	67,477	70
Oxnard–Ventura, Cal.	65,586	71
Portsmouth–Dover–Rochester, N.H.	64,149	72
Austin, Tex.	64,102	73
Akron, Ohio	63,780	74
Manchester–Nashua, N.H.	63,733	75
Allentown–Bethlehem–Easton, Pa.	63,543	76
Worcester–Fitchburg–Leominster, Mass.	60,381	77
Harrisburg–Lebanon–Carlisle, Pa.	59,914	78
Toledo, Ohio	59,621	79
Tucson, Ariz.	58,655	80
Greenville–Spartanburg, S.C.	58,105	81
Albuquerque, N.M.	57,181	82
Knoxville, Tenn.	55,987	83
Lansing–East Lansing, Mich.	51,207	84
Tulsa, Okla.	50,859	85
Wilmington, Del.	50,339	86
Springfield, Mass.	50,160	87
Omaha, Neb.	48,102	88
Pensacola, Fla.	47,308	89
El Paso, Tex.	46,789	90
Lancaster, Pa.	46,493	91
Charleston, S.C.	45,787	92
Little Rock–North Little Rock, Ark.	45,126	93
Tacoma, Wash.	44,473	94
Baton Rouge, La.	44,397	95
Chattanooga, Tenn.	44,340	96
Columbia, S.C.	43,940	97
Gary–Hammond, Ind.	43,850	98
Fresno, Cal.	43,177	99
New Bedford–Fall River–Attleboro, Mass.	42,292	100
Total Top 100	**13,777,811**	
York, Pa.	41,877	101
Trenton, N.J.	41,525	102
Fort Wayne, Ind.	41,215	103
Flint, Mich.	40,809	104
Sarasota, Fla.	40,363	105
Youngstown–Warren, Ohio	40,360	106
Orange County, N.Y.	40,309	107
Jersey City, N.J.	40,291	108
Madison, Wisc.	40,154	109
Canton, Ohio	39,844	110
Saginaw–Bay City–Midland, Mich.	39,535	111
Melbourne–Titusville–Palm Bay, Fla.	39,338	112
Portland, Me.	39,210	113
Lexington-Fayette, Ky.	38,916	114
Shreveport, La.	38,493	115
Atlantic City, N.J.	38,072	116
Green Bay, Wisc.	37,952	117
Bakersfield, Cal.	36,611	118
Huntsville, Ala.	36,251	119
Reading, Pa.	36,208	120
Des Moines, Iowa	36,172	121
Augusta, Ga.	35,925	122
Aurora–Elgin, Ill.	35,795	123
Daytona Beach, Fla.	35,723	124
Mobile, Ala.	35,236	125
Fort Myers–Cape Coral, Fla.	34,316	126
Colorado Springs, Colo.	34,020	127
Vallejo–Fairfield–Napa, Cal.	33,909	128
Beaumont–Port Arthur, Tex.	33,295	129
Wichita, Kans.	33,263	130
Appleton–Oshkosh–Neenah, Wisc.	32,896	131
Rockford, Ill.	32,290	132
Utica–Rome, N.Y.	32,162	133
Jackson, Miss.	31,651	134
Johnson City–Kingsport–Bristol, Tenn.	31,642	135
St. Cloud, Minn.	31,139	136
Santa Rosa–Petaluma, Cal.	30,567	137
Joliet, Ill.	30,435	138
Lakeland–Winter Haven, Fla.	30,323	139
Spokane, Wash.	30,264	140
Peoria, Ill.	30,169	141
Modesto, Cal.	30,049	142
Stockton, Cal.	29,913	143
South Bend–Mishawaka, Ind.	29,770	144
Poughkeepsie, N.Y.	29,230	145
Binghamton, N.Y.	28,897	146
Davenport–Rock Island–Moline, Iowa–Ill.	28,846	147
Fort Pierce, Fla.	28,743	148
Macon–Warner Robins, Ga.	28,666	149
Reno, Nev.	28,072	150
Total Top 150	**15,518,522**	
Kalamazoo, Mich.	27,806	151
Santa Barbara–Santa Maria–Lompoc, Cal.	27,600	152
McAllen–Edinburg–Mission, Tex.	26,533	153
Montgomery, Ala.	26,264	154
Ann Arbor, Mich.	25,908	155
Charleston, W.Va.	25,067	156
Evansville, Ind.	25,042	157
Roanoke, Va.	24,785	158
Tallahassee, Fla.	24,711	159
Salinas–Seaside–Monterey, Cal.	24,624	160
Savannah, Ga.	24,356	161
Fayetteville, N.C.	24,315	162
Springfield, Mo.	23,239	163
Asheville, N.C.	23,184	164
Springfield, Ill.	23,020	165
Erie, Pa.	22,858	166
Anchorage, Alas.	22,753	167
Corpus Christi, Tex.	22,739	168
Huntington–Ashland, W.Va.–Ky.	22,359	169
Naples, Fla.	22,079	170
Amarillo, Tex.	21,624	171
Columbus, Ga.	21,560	172
Hickory–Morganton, N.C.	21,031	173
Salem, Ore.	20,971	174
New London–Norwich, Conn.	20,809	175
Fayetteville–Springdale, Ark.	20,383	176
Eugene–Springfield, Ore.	20,376	177
Ocala, Fla.	20,257	178
Niagara Falls, N.Y.	20,155	179
Monroe, La.	19,803	180
Terre Haute, Ind.	19,682	181
Killeen–Temple, Tex.	19,223	182
Lorain–Elyria, Ohio	19,194	183
Brownsville–Harlingen, Tex.	19,099	184
Gainesville, Fla.	18,809	185
Duluth, Minn.	18,773	186
Lafayette, La.	18,266	187
Boise, Ida.	18,196	188
Chico, Cal.	17,678	189
Lubbock, Tex.	17,607	190
Galveston–Texas City, Tex.	17,500	191
Johnstown, Pa.	17,424	192
Lima, Ohio	16,908	193
Racine, Wisc.	16,779	194
Parkersburg–Marietta, W.Va.–Ohio	16,716	195
Bradenton, Fla.	16,692	196
Champaign–Urbana–Rantoul, Ill.	16,598	197
Tyler, Tex.	16,423	198
Topeka, Kans.	16,354	199
Hagerstown, Md.	16,345	200
Total Top 200	**16,568,999**	
La Crosse, Wisc.	16,173	201
Olympia, Wash.	16,095	202
Fort Walton Beach, Fla.	16,089	203
Hamilton–Middletown, Ohio	15,694	204
Biloxi–Gulfport, Miss.	15,679	205
Lake Charles, La.	15,648	206
Fargo–Moorhead, N.D.–Minn.	15,560	207
Fort Smith, Ark.	15,551	208
Lafayette–West Lafayette, Ind.	15,449	209
Fort Collins–Loveland, Colo.	15,226	210
Altoona, Pa.	15,140	211
Dothan, Ala.	15,080	212
Bremerton, Wash.	15,016	213
Visalia–Tulare–Porterville, Cal.	14,960	214
Laredo, Tex.	14,955	215
Bangor, Me.	14,948	216
Beaver County, Pa.	14,933	217
Muskegon, Mich.	14,931	218
Cedar Rapids, Iowa	14,759	219
Waco, Tex.	14,666	220
Texarkana, Tex.–Ark.	14,586	221
Lynchburg, Va.	14,431	222
Jackson, Mich.	14,416	223
Sioux Falls, S.D.	14,410	224
Wheeling, W.Va.	14,389	225
Wichita Falls, Tex.	14,305	226
Eau Claire, Wisc.	14,252	227
Longview–Marshall, Tex.	14,165	228
Boulder–Longmont, Colo.	14,097	229
Athens, Ga.	14,042	230
Vineland–Millville–Bridgeton, N.J.	14,001	231
Wilmington, N.C.	13,933	232
Florence, Ala.	13,808	233
Santa Cruz, Cal.	13,659	234
Anderson, S.C.	13,626	235
Janesville–Beloit, Wisc.	13,625	236
Mansfield, Ohio	13,547	237
Medford, Ore.	13,401	238
Provo–Orem, Utah	13,387	239
Lincoln, Neb.	13,109	240
Alexandria, La.	12,969	241
Sharon, Pa.	12,885	242
Tuscaloosa, Ala.	12,793	243
Battle Creek, Mich.	12,789	244
Clarksville–Hopkinsville, Tenn.–Ky.	12,756	245
Houma–Thibodaux, La.	12,703	246
Elmira, N.Y.	12,482	247
Florence, S.C.	12,279	248
Charlottesville, Va.	12,272	249
Redding, Cal.	12,262	250
Total Top 250	**17,280,930**	
Decatur, Ill.	12,246	251
Brazoria, Tex.	12,243	252
Pittsfield, Mass.	12,215	253
Albany, Ga.	12,144	254
Vancouver, Wash.	12,129	255
Jackson, Tenn.	12,046	256
Burlington, Vt.	11,992	257
Kokomo, Ind.	11,970	258
Joplin, Mo.	11,951	259
Benton Harbor, Mich.	11,870	260
Waterloo–Cedar Falls, Iowa	11,862	261
Rochester, Minn.	11,853	262
State College, Pa.	11,810	263
Richland–Kennewick–Pasco, Wash.	11,801	264
Columbia, Mo.	11,790	265
Panama City, Fla.	11,564	266
Elkhart–Goshen, Ind.	11,422	267
Bloomington–Normal, Ill.	11,323	268
Billings, Mont.	11,195	269
Wausau, Wisc.	11,176	270
Santa Fe, N.M.	11,105	271
Anderson, Ind.	11,010	272
Williamsport, Pa.	10,855	273
Dubuque, Iowa	10,791	274
Great Falls, Mont.	10,781	275
Yakima, Wash.	10,780	276
Kenosha, Wisc.	10,758	277
Abilene, Tex.	10,679	278
Decatur, Ala.	10,462	279
Lawton, Okla.	10,425	280
Bellingham, Wash.	10,414	281
Jacksonville, N.C.	10,309	282
Glens Falls, N.Y.	10,131	283
Steubenville–Weirton, Ohio–W.Va.	9,984	284
Las Cruces, N.M.	9,838	285
Owensboro, Ky.	9,746	286
Rapid City, S.D.	9,666	287
Muncie, Ind.	9,627	288
Burlington, N.C.	9,588	289
Pueblo, Colo.	9,368	290
Sheboygan, Wisc.	9,284	291
Sherman–Denison, Tex.	9,140	292
Bryan–College Station, Tex.	9,134	293
San Angelo, Tex.	9,066	294
Merced, Cal.	8,938	295
Jamestown–Dunkirk, N.Y.	8,776	296
Yuba City, Cal.	8,695	297
Sioux City, Iowa	8,652	298
Anniston, Ala.	8,566	299
Cumberland, Md.	8,539	300
Pascagoula, Miss.	8,401	301
Bismarck, N.D.	8,377	302
Odessa, Tex.	8,357	303
Gadsden, Ala.	8,351	304
Danville, Va.	8,350	305
Lewiston–Auburn, Me.	8,333	306
Yuma, Ariz.	8,291	307
St. Joseph, Mo.	8,277	308
Bloomington, Ind.	7,941	309
Iowa City, Iowa	7,828	310
Kankakee, Ill.	7,368	311
Greeley, Colo.	7,041	312
Pine Bluff, Ark.	6,846	313
Grand Forks, N.D.	6,580	314
Casper, Wyo.	6,218	315
Cheyenne, Wyo.	6,158	316
Midland, Tex.	5,858	317
Victoria, Tex.	5,714	318
Enid, Okla.	4,865	319
Lawrence, Kans.	4,833	320
Total Above Areas	**17,956,626**	
Percent of U.S.	**83.6277**	
U.S. Total	**21,472,095**	

Furniture and Sleep Equipment Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	1,328,561	1
New York, N.Y.	1,294,356	2
Chicago, Ill.	1,249,330	3
Philadelphia, Pa.	803,695	4
Detroit, Mich.	782,172	5
Washington, D.C.	780,972	6
Nassau–Suffolk, N.Y.	649,632	7
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	643,485	8
Atlanta, Ga.	547,293	9
Anaheim–Santa Ana, Cal.	519,173	10
Dallas, Tex.	469,469	11
San Diego, Cal.	468,036	12
Houston, Tex.	449,310	13
Baltimore, Md.	442,210	14
Bergen–Passaic, N.J.	419,835	15
Seattle, Wash.	411,324	16
Phoenix, Ariz.	411,321	17
Minneapolis–St. Paul, Minn.	408,262	18
Miami–Hialeah, Fla.	388,599	19
Tampa–St. Petersburg–Clearwater, Fla.	377,421	20
Oakland, Cal.	365,565	21
San Francisco, Cal.	363,585	22
Newark, N.J.	335,546	23
Greensboro–Winston-Salem–High Point, N.C.	330,073	24
Denver, Colo.	323,198	25
Pittsburgh, Pa.	310,255	26
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	307,348	27
Riverside–San Bernardino, Cal.	306,504	28
St. Louis, Mo.	299,512	29
Cleveland, Ohio	292,215	30
San Jose, Cal.	290,117	31
Sacramento, Cal.	254,898	32
Milwaukee, Wisc.	247,898	33
West Palm Beach–Boca Raton–Delray Beach, Fla.	246,019	34
Hartford–New Britain–Middletown–Bristol, Conn.	241,097	35
Norfolk–Virginia Beach–Newport News, Va.	236,644	36
Middlesex–Somerset–Hunterdon, N.J.	234,562	37
Portland, Ore.	218,261	38
Columbus, Ohio	217,186	39
Orlando, Fla.	215,476	40
Kansas City, Mo.–Kans.	210,675	41
Indianapolis, Ind.	208,310	42
Monmouth–Ocean, N.J.	206,224	43
Cincinnati, Ohio	204,619	44
Fort Worth–Arlington, Tex.	200,753	45
Salt Lake City–Ogden, Utah	190,323	46
New Orleans, La.	187,091	47
Bridgeport–Stamford–Norwalk–Danbury, Conn.	182,640	48
San Antonio, Tex.	177,710	49
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	175,663	50
Total Top 50	**20,424,423**	
Rochester, N.Y.	169,359	51
Louisville, Ky.	165,322	52
Memphis, Tenn.	156,576	53
New Haven–Waterbury–Meriden, Conn.	150,931	54
Albany–Schenectady–Troy, N.Y.	150,318	55
Jacksonville, Fla.	145,986	56
Nashville, Tenn.	144,475	57
Richmond–Petersburg, Va.	143,661	58
Honolulu, Haw.	143,412	59
Buffalo, N.Y.	142,808	60
Oklahoma City, Okla.	138,966	61
Wilmington, Del.	126,393	62
Providence–Pawtucket–Woonsocket, R.I.	123,755	63
Dayton–Springfield, Ohio	123,611	64
Birmingham, Ala.	121,752	65
Raleigh–Durham, N.C.	121,416	66
Las Vegas, Nev.	118,074	67
Worcester–Fitchburg–Leominster, Mass.	117,179	68
Grand Rapids, Mich.	116,164	69
Oxnard–Ventura, Cal.	115,363	70
Lake County, Ill.	110,933	71
Fresno, Cal.	107,720	72
Austin, Tex.	107,409	73
Scranton–Wilkes-Barre, Pa.	107,199	74
Tucson, Ariz.	105,874	75
Omaha, Neb.	105,343	76
Allentown–Bethlehem–Easton, Pa.	103,130	77
Harrisburg–Lebanon–Carlisle, Pa.	101,626	78
Fort Myers–Cape Coral, Fla.	98,873	79
Tulsa, Okla.	97,956	80
Syracuse, N.Y.	96,524	81
Jersey City, N.J.	96,077	82
Knoxville, Tenn.	91,552	83
Springfield, Mass.	89,777	84
Akron, Ohio	87,734	85
Little Rock–North Little Rock, Ark.	87,699	86
Greenville–Spartanburg, S.C.	87,518	87
Sarasota, Fla.	86,318	88
Toledo, Ohio	86,296	89
Youngstown–Warren, Ohio	85,826	90
Santa Rosa–Petaluma, Cal.	84,778	91
Albuquerque, N.M.	82,410	92
Tacoma, Wash.	81,993	93
El Paso, Tex.	80,467	94
Baton Rouge, La.	79,207	95
Portsmouth–Dover–Rochester, N.H.	78,190	96
New Bedford–Fall River–Attleboro, Mass.	77,025	97
Charleston, S.C.	76,436	98
Lancaster, Pa.	75,399	99
Manchester–Nashua, N.H.	72,680	100
Total Top 100	**25,889,913**	
Modesto, Cal.	70,539	101
Columbia, S.C.	69,154	102
Gary–Hammond, Ind.	68,410	103
Colorado Springs, Colo.	66,479	104
Flint, Mich.	64,754	105
Lansing–East Lansing, Mich.	63,180	106
Mobile, Ala.	62,738	107
Atlantic City, N.J.	62,730	108
Chattanooga, Tenn.	62,218	109
Madison, Wisc.	62,149	110
Bakersfield, Cal.	60,801	111
Des Moines, Iowa	59,996	112
Hickory–Morganton, N.C.	59,484	113
Lexington-Fayette, Ky.	59,385	114
Jackson, Miss.	58,812	115
Naples, Fla.	57,553	116
Shreveport, La.	57,295	117
Reno, Nev.	57,264	118
Fort Wayne, Ind.	57,225	119
York, Pa.	56,961	120
Appleton–Oshkosh–Neenah, Wisc.	56,492	121
Daytona Beach, Fla.	56,102	122
Saginaw–Bay City–Midland, Mich.	55,724	123
Aurora–Elgin, Ill.	55,710	124
Poughkeepsie, N.Y.	55,552	125
Fort Pierce, Fla.	54,950	126
Spokane, Wash.	54,375	127
Stockton, Cal.	54,171	128
Trenton, N.J.	53,830	129
Fayetteville, N.C.	52,884	130
Santa Barbara–Santa Maria–Lompoc, Cal.	52,116	131
Evansville, Ind.	51,795	132
Vallejo–Fairfield–Napa, Cal.	51,788	133
Melbourne–Titusville–Palm Bay, Fla.	51,536	134
Peoria, Ill.	51,508	135
Lakeland–Winter Haven, Fla.	50,599	136
Reading, Pa.	50,581	137
Wichita, Kans.	50,410	138
Montgomery, Ala.	50,391	139
Orange County, N.Y.	50,254	140
Augusta, Ga.	49,501	141
South Bend–Mishawaka, Ind.	48,995	142
Davenport–Rock Island–Moline, Iowa–Ill.	47,095	143
Macon–Warner Robins, Ga.	46,800	144
Portland, Me.	46,657	145
Rockford, Ill.	46,458	146
Canton, Ohio	45,545	147
McAllen–Edinburg–Mission, Tex.	44,478	148
Roanoke, Va.	43,294	149
Huntsville, Ala.	42,622	150
Total Top 150	**28,649,273**	
Savannah, Ga.	41,812	151
Anchorage, Alas.	41,667	152
Green Bay, Wisc.	40,142	153
Ann Arbor, Mich.	40,116	154
New London–Norwich, Conn.	39,333	155
Erie, Pa.	39,325	156
Columbus, Ga.	39,179	157
Tallahassee, Fla.	38,890	158
Beaumont–Port Arthur, Tex.	38,791	159
Johnson City–Kingsport–Bristol, Tenn.	38,695	160
Salinas–Seaside–Monterey, Cal.	38,527	161
Pensacola, Fla.	38,106	162
Lubbock, Tex.	37,348	163
Huntington–Ashland, W.Va.–Ky.	36,866	164
Corpus Christi, Tex.	36,625	165
Lorain–Elyria, Ohio	36,579	166
Asheville, N.C.	36,560	167
Kalamazoo, Mich.	36,426	168
St. Cloud, Minn.	36,056	169
Binghamton, N.Y.	36,013	170
Eugene–Springfield, Ore.	35,638	171
Utica–Rome, N.Y.	34,558	172
Springfield, Mo.	34,230	173
Charleston, W.Va.	33,896	174
Racine, Wisc.	33,681	175
Bradenton, Fla.	33,330	176
Killeen–Temple, Tex.	32,884	177
Amarillo, Tex.	32,172	178
Boise, Ida.	31,489	179
Ocala, Fla.	31,190	180
Tyler, Tex.	31,050	181
Joliet, Ill.	30,153	182
Wilmington, N.C.	29,952	183
Springfield, Ill.	29,609	184
Vancouver, Wash.	28,974	185
Visalia–Tulare–Porterville, Cal.	28,470	186
Lafayette, La.	28,368	187
Santa Cruz, Cal.	27,969	188
Duluth, Minn.	27,216	189
Cedar Rapids, Iowa	27,146	190
Fort Collins–Loveland, Colo.	26,806	191
Biloxi–Gulfport, Miss.	26,314	192
Hamilton–Middletown, Ohio	26,255	193
Billings, Mont.	26,160	194
Waco, Tex.	25,779	195
Altoona, Pa.	25,636	196
Fayetteville–Springdale, Ark.	25,631	197
Topeka, Kans.	25,393	198
Jacksonville, N.C.	25,294	199
Mansfield, Ohio	24,455	200
Total Top 200	**30,296,027**	
Charlottesville, Va.	24,405	201
Fort Walton Beach, Fla.	24,237	202
Boulder–Longmont, Colo.	24,211	203
Chico, Cal.	24,157	204
Burlington, Vt.	23,916	205
Niagara Falls, N.Y.	23,688	206
Champaign–Urbana–Rantoul, Ill.	23,493	207
Gainesville, Fla.	23,417	208
Brownsville–Harlingen, Tex.	23,196	209
Monroe, La.	22,814	210
Lima, Ohio	22,592	211
Longview–Marshall, Tex.	22,275	212
Panama City, Fla.	22,271	213
Parkersburg–Marietta, W.Va.–Ohio	22,247	214
Tuscaloosa, Ala.	22,106	215
Salem, Ore.	22,102	216
Pittsfield, Mass.	21,990	217
Wheeling, W.Va.	21,834	218
Fort Smith, Ark.	21,766	219
Bangor, Me.	21,635	220
Elkhart–Goshen, Ind.	21,046	221
Provo–Orem, Utah	20,906	222
Clarksville–Hopkinsville, Tenn.–Ky.	20,566	223
Sharon, Pa.	20,130	224
Abilene, Tex.	20,042	225
Medford, Ore.	20,023	226
Eau Claire, Wisc.	19,691	227
Hagerstown, Md.	19,336	228
Redding, Cal.	19,290	229
Fargo–Moorhead, N.D.–Minn.	19,266	230
Bremerton, Wash.	19,073	231
Richland–Kennewick–Pasco, Wash.	18,939	232
Muskegon, Mich.	18,911	233
Johnstown, Pa.	18,745	234
Jackson, Mich.	18,704	235
Vineland–Millville–Bridgeton, N.J.	18,653	236
Yakima, Wash.	18,636	237
Lake Charles, La.	18,607	238
Sioux Falls, S.D.	18,399	239
Decatur, Ala.	18,023	240
Albany, Ga.	17,766	241
Lynchburg, Va.	17,598	242
Dothan, Ala.	17,213	243
Lincoln, Neb.	16,979	244
Battle Creek, Mich.	16,931	245
Williamsport, Pa.	16,761	246
State College, Pa.	16,752	247
Bellingham, Wash.	16,653	248
Anderson, S.C.	16,652	249
Wausau, Wisc.	16,431	250
Total Top 250	**31,311,101**	
Burlington, N.C.	16,343	251
La Crosse, Wisc.	16,205	252
Galveston–Texas City, Tex.	16,184	253
Florence, S.C.	16,050	254
Kokomo, Ind.	15,946	255
Janesville–Beloit, Wisc.	15,934	256
Alexandria, La.	15,915	257
Gadsden, Ala.	15,703	258
Bloomington–Normal, Ill.	15,683	259
Danville, Va.	15,668	260
Texarkana, Tex.–Ark.	15,272	261
Jamestown–Dunkirk, N.Y.	15,255	262
Beaver County, Pa.	15,140	263
Pueblo, Colo.	15,124	264
Rapid City, S.D.	15,028	265
Wichita Falls, Tex.	15,027	266
Lafayette–West Lafayette, Ind.	14,871	267
Columbia, Mo.	14,617	268
Rochester, Minn.	14,564	269
Merced, Cal.	14,553	270
Midland, Tex.	14,351	271
Waterloo–Cedar Falls, Iowa	14,295	272
Lawton, Okla.	14,174	273
Great Falls, Mont.	13,788	274
Terre Haute, Ind.	13,787	275
Houma–Thibodaux, La.	13,708	276
Odessa, Tex.	13,394	277
Bryan–College Station, Tex.	13,276	278
San Angelo, Tex.	13,267	279
Owensboro, Ky.	13,176	280
Elmira, N.Y.	13,124	281
Joplin, Mo.	13,045	282
Yuba City, Cal.	12,913	283
Florence, Ala.	12,858	284
Yuma, Ariz.	12,829	285
Glens Falls, N.Y.	12,788	286
Santa Fe, N.M.	12,567	287
Decatur, Ill.	12,516	288
Athens, Ga.	12,301	289
Brazoria, Tex.	12,275	290
Las Cruces, N.M.	11,830	291
Steubenville–Weirton, Ohio–W.Va.	11,759	292
Muncie, Ind.	11,575	293
Olympia, Wash.	11,395	294
Lewiston–Auburn, Me.	11,323	295
Bloomington, Ind.	11,271	296
Iowa City, Iowa	11,260	297
Cumberland, Md.	11,238	298
Dubuque, Iowa	11,138	299
Sioux City, Iowa	11,049	300
Pine Bluff, Ark.	10,986	301
Kankakee, Ill.	10,736	302
Anderson, Ind.	10,581	303
Kenosha, Wisc.	10,497	304
Greeley, Colo.	10,366	305
Victoria, Tex.	10,230	306
Jackson, Tenn.	10,145	307
Bismarck, N.D.	10,085	308
Anniston, Ala.	10,043	309
Laredo, Tex.	9,662	310
Sherman–Denison, Tex.	9,443	311
Pascagoula, Miss.	9,436	312
Benton Harbor, Mich.	9,185	313
Grand Forks, N.D.	9,094	314
Sheboygan, Wisc.	9,028	315
St. Joseph, Mo.	8,797	316
Cheyenne, Wyo.	7,521	317
Casper, Wyo.	7,219	318
Enid, Okla.	6,108	319
Lawrence, Kans.	5,147	320
Total Above Areas	**32,182,762**	
Percent of U.S.	**87.6022**	
U.S. Total	**36,737,373**	

Television, VCR, and Tape Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	703,597	1
Chicago, Ill.	506,918	2
New York, N.Y.	499,331	3
Washington, D.C.	344,436	4
Detroit, Mich.	299,007	5
Houston, Tex.	266,377	6
Nassau–Suffolk, N.Y.	261,287	7
Philadelphia, Pa.	257,265	8
Dallas, Tex.	256,412	9
Anaheim–Santa Ana, Cal.	238,227	10
Atlanta, Ga.	234,254	11
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	225,127	12
Oakland, Cal.	187,338	13
San Francisco, Cal.	179,591	14
Tampa–St. Petersburg–Clearwater, Fla.	179,397	15
San Diego, Cal.	179,129	16
Minneapolis–St. Paul, Minn.	178,446	17
Seattle, Wash.	174,060	18
Baltimore, Md.	165,731	19
Indianapolis, Ind.	163,889	20
Denver, Colo.	161,145	21
San Jose, Cal.	160,901	22
St. Louis, Mo.	157,288	23
Riverside–San Bernardino, Cal.	155,012	24
Miami–Hialeah, Fla.	154,508	25
Portland, Ore.	145,637	26
Milwaukee, Wisc.	139,461	27
Kansas City, Mo.–Kans.	126,784	28
Fort Worth–Arlington, Tex.	121,924	29
Phoenix, Ariz.	117,490	30
Pittsburgh, Pa.	115,247	31
Cleveland, Ohio	108,666	32
Bergen–Passaic, N.J.	108,511	33
Newark, N.J.	105,971	34
Sacramento, Cal.	102,231	35
Salt Lake City–Ogden, Utah	100,178	36
San Antonio, Tex.	98,458	37
Norfolk–Virginia Beach–Newport News, Va.	93,756	38
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	91,202	39
Hartford–New Britain–Middletown–Bristol, Conn.	87,257	40
Nashville, Tenn.	85,006	41
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	83,127	42
Cincinnati, Ohio	81,246	43
Memphis, Tenn.	79,709	44
Oklahoma City, Okla.	76,639	45
Orlando, Fla.	76,517	46
Louisville, Ky.	73,362	47
Jacksonville, Fla.	72,849	48
New Orleans, La.	72,586	49
Greensboro–Winston-Salem–High Point, N.C.	70,742	50
Total Top 50	**8,723,229**	
Dayton–Springfield, Ohio	70,013	51
Rochester, N.Y.	69,629	52
Bridgeport–Stamford–Norwalk–Danbury, Conn.	68,309	53
Middlesex–Somerset–Hunterdon, N.J.	66,503	54
Birmingham, Ala.	65,634	55
Austin, Tex.	65,494	56
Richmond–Petersburg, Va.	63,590	57
Lake County, Ill.	60,209	58
West Palm Beach–Boca Raton–Delray Beach, Fla.	58,103	59
Raleigh–Durham, N.C.	57,442	60
Albany–Schenectady–Troy, N.Y.	57,206	61
Buffalo, N.Y.	56,965	62
New Haven–Waterbury–Meriden, Conn.	55,153	63
Tulsa, Okla.	51,824	64
Knoxville, Tenn.	50,441	65
Omaha, Neb.	49,654	66
Greenville–Spartanburg, S.C.	49,650	67
Toledo, Ohio	49,373	68
Monmouth–Ocean, N.J.	48,920	69
Grand Rapids, Mich.	47,821	70
Columbus, Ohio	45,744	71
Albuquerque, N.M.	45,196	72
Wilmington, Del.	44,948	73
El Paso, Tex.	44,875	74
Madison, Wisc.	44,675	75
Providence–Pawtucket–Woonsocket, R.I.	44,076	76
Tucson, Ariz.	44,024	77
Baton Rouge, La.	44,014	78
Allentown–Bethlehem–Easton, Pa.	42,193	79
Las Vegas, Nev.	41,929	80
Fort Wayne, Ind.	40,928	81
Little Rock–North Little Rock, Ark.	40,828	82
Worcester–Fitchburg–Leominster, Mass.	40,742	83
Harrisburg–Lebanon–Carlisle, Pa.	40,383	84
Scranton–Wilkes-Barre, Pa.	40,233	85
Tacoma, Wash.	39,885	86
Lexington-Fayette, Ky.	38,343	87
Honolulu, Haw.	37,586	88
Shreveport, La.	37,507	89
Manchester–Nashua, N.H.	37,326	90
Fresno, Cal.	37,164	91
Portsmouth–Dover–Rochester, N.H.	35,965	92
Syracuse, N.Y.	35,872	93
McAllen–Edinburg–Mission, Tex.	35,376	94
Flint, Mich.	34,843	95
Wichita, Kans.	34,666	96
Springfield, Mass.	33,741	97
Reno, Nev.	33,561	98
Lansing–East Lansing, Mich.	33,289	99
Des Moines, Iowa	33,031	100
Total Top 100	**11,068,105**	
South Bend–Mishawaka, Ind.	32,993	101
Jackson, Miss.	32,506	102
Akron, Ohio	32,115	103
Fayetteville, N.C.	32,054	104
Oxnard–Ventura, Cal.	31,706	105
Colorado Springs, Colo.	31,667	106
Gary–Hammond, Ind.	31,583	107
Columbia, S.C.	31,012	108
Bakersfield, Cal.	30,577	109
Charleston, S.C.	30,534	110
Chattanooga, Tenn.	29,903	111
Santa Rosa–Petaluma, Cal.	29,530	112
Canton, Ohio	28,688	113
Saginaw–Bay City–Midland, Mich.	28,501	114
New Bedford–Fall River–Attleboro, Mass.	28,496	115
Fort Myers–Cape Coral, Fla.	28,436	116
Melbourne–Titusville–Palm Bay, Fla.	27,841	117
Sarasota, Fla.	27,747	118
Evansville, Ind.	27,646	119
Beaumont–Port Arthur, Tex.	27,449	120
Augusta, Ga.	27,314	121
Youngstown–Warren, Ohio	27,305	122
Lakeland–Winter Haven, Fla.	27,049	123
Davenport–Rock Island–Moline, Iowa–Ill.	26,999	124
Appleton–Oshkosh–Neenah, Wisc.	26,827	125
Terre Haute, Ind.	26,003	126
Johnson City–Kingsport–Bristol, Tenn.	25,974	127
Aurora–Elgin, Ill.	25,582	128
Modesto, Cal.	25,517	129
Mobile, Ala.	25,404	130
Anchorage, Alas.	25,082	131
Corpus Christi, Tex.	24,883	132
Ann Arbor, Mich.	24,581	133
St. Cloud, Minn.	24,540	134
Jersey City, N.J.	23,714	135
Bellingham, Wash.	23,554	136
Lancaster, Pa.	23,433	137
Daytona Beach, Fla.	23,411	138
York, Pa.	23,320	139
Salinas–Seaside–Monterey, Cal.	23,227	140
Montgomery, Ala.	23,054	141
Eugene–Springfield, Ore.	22,971	142
Laredo, Tex.	22,631	143
Huntsville, Ala.	22,561	144
Trenton, N.J.	22,222	145
Stockton, Cal.	22,133	146
Rockford, Ill.	21,852	147
Spokane, Wash.	21,700	148
Amarillo, Tex.	21,337	149
Lubbock, Tex.	21,279	150
Total Top 150	**12,394,548**	
Kalamazoo, Mich.	21,121	151
Reading, Pa.	20,948	152
Killeen–Temple, Tex.	20,881	153
Santa Barbara–Santa Maria–Lompoc, Cal.	20,352	154
Joliet, Ill.	20,315	155
Savannah, Ga.	20,089	156
Atlantic City, N.J.	19,976	157
Springfield, Mo.	19,966	158
Roanoke, Va.	19,949	159
Springfield, Ill.	19,829	160
Charleston, W.Va.	19,573	161
Pensacola, Fla.	19,498	162
Vallejo–Fairfield–Napa, Cal.	19,470	163
Green Bay, Wisc.	19,282	164
Boulder–Longmont, Colo.	19,161	165
Huntington–Ashland, W.Va.–Ky.	18,907	166
Orange County, N.Y.	18,752	167
Binghamton, N.Y.	18,626	168
Salem, Ore.	18,290	169
Fort Pierce, Fla.	18,139	170
Poughkeepsie, N.Y.	17,901	171
Tyler, Tex.	17,739	172
Peoria, Ill.	17,536	173
Utica–Rome, N.Y.	17,420	174
Macon–Warner Robins, Ga.	17,262	175
Champaign–Urbana–Rantoul, Ill.	17,171	176
Portland, Me.	16,622	177
Cedar Rapids, Iowa	16,512	178
Columbus, Ga.	16,313	179
Hickory–Morganton, N.C.	16,129	180
Brownsville–Harlingen, Tex.	16,005	181
Lafayette, La.	15,766	182
Asheville, N.C.	15,563	183
Tallahassee, Fla.	15,496	184
New London–Norwich, Conn.	15,075	185
Lima, Ohio	14,675	186
Waco, Tex.	14,554	187
Duluth, Minn.	14,501	188
Gainesville, Fla.	14,199	189
Bremerton, Wash.	14,167	190
Longview–Marshall, Tex.	13,960	191
Provo–Orem, Utah	13,914	192
Lafayette–West Lafayette, Ind.	13,751	193
Erie, Pa.	13,722	194
Galveston–Texas City, Tex.	13,690	195
Lorain–Elyria, Ohio	13,611	196
Visalia–Tulare–Porterville, Cal.	13,243	197
Fort Smith, Ark.	13,050	198
Fort Collins–Loveland, Colo.	13,009	199
Wheeling, W.Va.	12,688	200
Total Top 200	**13,242,916**	
Dothan, Ala.	12,290	201
Sioux Falls, S.D.	12,265	202
Lake Charles, La.	12,226	203
Chico, Cal.	12,208	204
Fargo–Moorhead, N.D.–Minn.	12,194	205
Clarksville–Hopkinsville, Tenn.–Ky.	12,167	206
Boise, Ida.	12,134	207
Ocala, Fla.	12,127	208
Monroe, La.	12,063	209
Kokomo, Ind.	12,020	210
Fayetteville–Springdale, Ark.	12,016	211
Bradenton, Fla.	11,989	212
Topeka, Kans.	11,919	213
Wichita Falls, Tex.	11,905	214
Medford, Ore.	11,741	215
Naples, Fla.	11,669	216
Texarkana, Tex.–Ark.	11,471	217
Lincoln, Neb.	11,354	218
Tuscaloosa, Ala.	11,210	219
Alexandria, La.	11,184	220
Jacksonville, N.C.	11,163	221
Florence, Ala.	11,147	222
Muncie, Ind.	11,109	223
La Crosse, Wisc.	11,040	224
Santa Cruz, Cal.	10,973	225
Rochester, Minn.	10,923	226
Eau Claire, Wisc.	10,823	227
Wilmington, N.C.	10,789	228
Johnstown, Pa.	10,622	229
Parkersburg–Marietta, W.Va.–Ohio	10,598	230
Lynchburg, Va.	10,531	231
Anderson, Ind.	10,408	232
Altoona, Pa.	10,392	233
Racine, Wisc.	10,312	234
Niagara Falls, N.Y.	10,209	235
Joplin, Mo.	10,175	236
Mansfield, Ohio	10,125	237
Charlottesville, Va.	10,080	238
Hamilton–Middletown, Ohio	9,931	239
Biloxi–Gulfport, Miss.	9,927	240
Houma–Thibodaux, La.	9,694	241
Janesville–Beloit, Wisc.	9,541	242
Columbia, Mo.	9,512	243
Olympia, Wash.	9,356	244
Fort Walton Beach, Fla.	9,237	245
Lawton, Okla.	9,130	246
Muskegon, Mich.	9,042	247
Billings, Mont.	9,041	248
Midland, Tex.	8,941	249
Waterloo–Cedar Falls, Iowa	8,829	250
Total Top 250	**13,784,668**	
Hagerstown, Md.	8,808	251
Abilene, Tex.	8,769	252
Decatur, Ill.	8,743	253
Elkhart–Goshen, Ind.	8,614	254
Sharon, Pa.	8,553	255
Pueblo, Colo.	8,507	256
Bryan–College Station, Tex.	8,404	257
Athens, Ga.	8,259	258
Brazoria, Tex.	8,231	259
Anniston, Ala.	8,140	260
Decatur, Ala.	8,109	261
Bloomington–Normal, Ill.	8,080	262
Bangor, Me.	8,071	263
Panama City, Fla.	8,036	264
Jackson, Mich.	8,019	265
Richland–Kennewick–Pasco, Wash.	7,989	266
Pittsfield, Mass.	7,938	267
San Angelo, Tex.	7,932	268
Anderson, S.C.	7,868	269
Yakima, Wash.	7,841	270
Owensboro, Ky.	7,783	271
Bloomington, Ind.	7,725	272
Redding, Cal.	7,725	272
Burlington, N.C.	7,689	274
Beaver County, Pa.	7,670	275
Sherman–Denison, Tex.	7,432	276
Albany, Ga.	7,313	277
Vancouver, Wash.	7,264	278
Gadsden, Ala.	7,262	279
Williamsport, Pa.	7,251	280
Bismarck, N.D.	7,214	281
Elmira, N.Y.	7,197	282
Wausau, Wisc.	7,116	283
Great Falls, Mont.	7,022	284
Jackson, Tenn.	6,929	285
Florence, S.C.	6,799	286
Steubenville–Weirton, Ohio–W.Va.	6,794	287
St. Joseph, Mo.	6,710	288
State College, Pa.	6,701	289
Glens Falls, N.Y.	6,668	290
Sioux City, Iowa	6,597	291
Kenosha, Wisc.	6,522	292
Rapid City, S.D.	6,458	293
Odessa, Tex.	6,454	294
Las Cruces, N.M.	6,415	295
Iowa City, Iowa	6,266	296
Greeley, Colo.	6,218	297
Jamestown–Dunkirk, N.Y.	6,183	298
Vineland–Millville–Bridgeton, N.J.	6,141	299
Santa Fe, N.M.	6,101	300
Burlington, Vt.	6,075	301
Victoria, Tex.	5,979	302
Battle Creek, Mich.	5,971	303
Benton Harbor, Mich.	5,866	304
Yuba City, Cal.	5,783	305
Sheboygan, Wisc.	5,591	306
Dubuque, Iowa	5,518	307
Grand Forks, N.D.	5,378	308
Kankakee, Ill.	5,307	309
Pine Bluff, Ark.	5,272	310
Cumberland, Md.	5,196	311
Danville, Va.	5,134	312
Merced, Cal.	5,056	313
Cheyenne, Wyo.	4,944	314
Lewiston–Auburn, Me.	4,667	315
Yuma, Ariz.	4,507	316
Casper, Wyo.	4,441	317
Lawrence, Kans.	4,370	318
Pascagoula, Miss.	4,345	319
Enid, Okla.	4,085	320
Total Above Areas	**14,260,683**	
Percent of U.S.	**86.7855**	
U.S. Total	**16,432,110**	

Home Computer and Calculator Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	541,053	1
New York, N.Y.	279,559	2
San Jose, Cal.	242,638	3
Washington, D.C.	172,625	4
Chicago, Ill.	166,992	5
Anaheim–Santa Ana, Cal.	166,300	6
Houston, Tex.	151,137	7
Oakland, Cal.	146,981	8
Seattle, Wash.	145,227	9
Philadelphia, Pa.	132,650	10
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	132,440	11
San Diego, Cal.	127,327	12
Detroit, Mich.	125,306	13
San Francisco, Cal.	119,056	14
Phoenix, Ariz.	118,651	15
Atlanta, Ga.	98,986	16
Nassau–Suffolk, N.Y.	95,452	17
Dallas, Tex.	90,725	18
Tampa–St. Petersburg–Clearwater, Fla.	82,866	19
Minneapolis–St. Paul, Minn.	78,862	20
Miami–Hialeah, Fla.	75,474	21
Riverside–San Bernardino, Cal.	74,847	22
Manchester–Nashua, N.H.	73,894	23
Milwaukee, Wisc.	70,897	24
Portsmouth–Dover–Rochester, N.H.	69,886	25
Baltimore, Md.	69,409	26
Bergen–Passaic, N.J.	67,943	27
Nashville, Tenn.	67,859	28
St. Louis, Mo.	66,315	29
Columbus, Ohio	62,440	30
Denver, Colo.	58,074	31
Indianapolis, Ind.	57,737	32
Pittsburgh, Pa.	55,580	33
Salt Lake City–Ogden, Utah	48,405	34
Middlesex–Somerset–Hunterdon, N.J.	48,033	35
Hartford–New Britain–Middletown–Bristol, Conn.	47,748	36
Sacramento, Cal.	46,367	37
Oxnard–Ventura, Cal.	46,094	38
Fort Worth–Arlington, Tex.	44,720	39
Portland, Ore.	43,249	40
Canton, Ohio	41,569	41
Rochester, N.Y.	41,378	42
Kansas City, Mo.–Kans.	40,771	43
Cleveland, Ohio	37,853	44
Albany–Schenectady–Troy, N.Y.	37,185	45
Norfolk–Virginia Beach–Newport News, Va.	35,900	46
Newark, N.J.	34,692	47
Tulsa, Okla.	34,356	48
Tucson, Ariz.	33,583	49
Orlando, Fla.	33,249	50
Total Top 50	**4,780,340**	
New Orleans, La.	33,117	51
Bridgeport–Stamford–Norwalk–Danbury, Conn.	32,687	52
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	30,917	53
Greensboro–Winston-Salem–High Point, N.C.	30,296	54
San Antonio, Tex.	29,328	55
Raleigh–Durham, N.C.	29,289	56
Monmouth–Ocean, N.J.	28,545	57
Cincinnati, Ohio	27,379	58
Buffalo, N.Y.	27,154	59
Baton Rouge, La.	26,893	60
Oklahoma City, Okla.	26,288	61
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	25,248	62
Richmond–Petersburg, Va.	25,194	63
New Haven–Waterbury–Meriden, Conn.	25,129	64
Austin, Tex.	24,974	65
Omaha, Neb.	24,681	66
Memphis, Tenn.	24,575	67
Dayton–Springfield, Ohio	24,521	68
Providence–Pawtucket–Woonsocket, R.I.	24,490	69
Jersey City, N.J.	24,113	70
Jacksonville, Fla.	23,353	71
Worcester–Fitchburg–Leominster, Mass.	21,830	72
Honolulu, Haw.	21,325	73
Birmingham, Ala.	20,004	74
Fresno, Cal.	18,431	75
Trenton, N.J.	18,394	76
Springfield, Mass.	18,158	77
Lake County, Ill.	18,006	78
Tacoma, Wash.	17,126	79
Lansing–East Lansing, Mich.	16,877	80
Louisville, Ky.	16,434	81
Albuquerque, N.M.	16,108	82
El Paso, Tex.	15,800	83
Allentown–Bethlehem–Easton, Pa.	15,749	84
Santa Rosa–Petaluma, Cal.	15,570	85
Grand Rapids, Mich.	15,568	86
Madison, Wisc.	15,496	87
West Palm Beach–Boca Raton–Delray Beach, Fla.	15,261	88
Shreveport, La.	15,197	89
New Bedford–Fall River–Attleboro, Mass.	15,013	90
Wilmington, Del.	14,951	91
Columbia, S.C.	14,504	92
Portland, Me.	14,313	93
Jackson, Miss.	14,297	94
Des Moines, Iowa	14,256	95
Syracuse, N.Y.	14,143	96
Huntsville, Ala.	13,997	97
Las Vegas, Nev.	13,970	98
Lexington-Fayette, Ky.	13,825	99
Fort Wayne, Ind.	13,703	100
Total Top 100	**5,816,817**	
Santa Barbara–Santa Maria–Lompoc, Cal.	13,695	101
Knoxville, Tenn.	13,549	102
Boise, Ida.	13,494	103
Aurora–Elgin, Ill.	13,354	104
Harrisburg–Lebanon–Carlisle, Pa.	13,223	105
Spokane, Wash.	12,894	106
Greenville–Spartanburg, S.C.	12,749	107
Akron, Ohio	12,701	108
South Bend–Mishawaka, Ind.	12,615	109
Lincoln, Neb.	12,564	110
Colorado Springs, Colo.	12,505	111
Stockton, Cal.	12,442	112
Melbourne–Titusville–Palm Bay, Fla.	11,875	113
Scranton–Wilkes-Barre, Pa.	11,770	114
Santa Cruz, Cal.	11,686	115
Sarasota, Fla.	11,601	116
Chattanooga, Tenn.	11,592	117
Vallejo–Fairfield–Napa, Cal.	11,484	118
Roanoke, Va.	11,402	119
Poughkeepsie, N.Y.	11,186	120
St. Cloud, Minn.	11,116	121
Toledo, Ohio	11,086	122
Bloomington–Normal, Ill.	10,944	123
Little Rock–North Little Rock, Ark.	10,748	124
Corpus Christi, Tex.	10,531	125
Beaumont–Port Arthur, Tex.	10,530	126
Modesto, Cal.	10,238	127
Anchorage, Alas.	10,147	128
Wichita, Kans.	9,970	129
McAllen–Edinburg–Mission, Tex.	9,908	130
Reno, Nev.	9,734	131
Salinas–Seaside–Monterey, Cal.	9,718	132
Lancaster, Pa.	9,644	133
Gary–Hammond, Ind.	9,439	134
Charleston, S.C.	9,414	135
Lubbock, Tex.	9,262	136
Visalia–Tulare–Porterville, Cal.	9,000	137
Kalamazoo, Mich.	8,932	138
Amarillo, Tex.	8,670	139
Eugene–Springfield, Ore.	8,655	140
Provo–Orem, Utah	8,577	141
Tallahassee, Fla.	8,433	142
Binghamton, N.Y.	8,264	143
York, Pa.	8,161	144
Erie, Pa.	8,143	145
Fort Myers–Cape Coral, Fla.	7,991	146
Johnson City–Kingsport–Bristol, Tenn.	7,961	147
Atlantic City, N.J.	7,960	148
Lakeland–Winter Haven, Fla.	7,941	149
Flint, Mich.	7,932	150
Total Top 150	**6,344,247**	
Rockford, Ill.	7,742	151
Salem, Ore.	7,738	152
Augusta, Ga.	7,721	153
Appleton–Oshkosh–Neenah, Wisc.	7,658	154
Springfield, Ill.	7,568	155
Fort Pierce, Fla.	7,390	156
Bakersfield, Cal.	7,377	157
Montgomery, Ala.	7,268	158
Ann Arbor, Mich.	7,265	159
Davenport–Rock Island–Moline, Iowa–Ill.	7,239	160
Daytona Beach, Fla.	7,108	161
Youngstown–Warren, Ohio	7,106	162
Lafayette, La.	7,092	163
Fayetteville, N.C.	7,020	164
Naples, Fla.	6,963	165
New London–Norwich, Conn.	6,940	166
Laredo, Tex.	6,819	167
Saginaw–Bay City–Midland, Mich.	6,785	168
Hamilton–Middletown, Ohio	6,587	169
Janesville–Beloit, Wisc.	6,561	170
Pensacola, Fla.	6,550	171
Reading, Pa.	6,536	172
Peoria, Ill.	6,486	173
Redding, Cal.	6,411	174
Mobile, Ala.	6,377	175
Boulder–Longmont, Colo.	6,269	176
Rochester, Minn.	6,266	177
Savannah, Ga.	6,247	178
Richland–Kennewick–Pasco, Wash.	6,234	179
Springfield, Mo.	6,031	180
Dothan, Ala.	6,030	181
Longview–Marshall, Tex.	6,000	182
Macon–Warner Robins, Ga.	5,961	183
Evansville, Ind.	5,909	184
Green Bay, Wisc.	5,767	185
Mansfield, Ohio	5,722	186
Duluth, Minn.	5,711	187
Joliet, Ill.	5,628	188
Gainesville, Fla.	5,626	189
Killeen–Temple, Tex.	5,433	190
Utica–Rome, N.Y.	5,316	191
Olympia, Wash.	5,289	192
Bangor, Me.	5,275	193
Athens, Ga.	5,243	194
Victoria, Tex.	5,217	195
Brownsville–Harlingen, Tex.	5,198	196
Burlington, Vt.	5,156	197
Biloxi–Gulfport, Miss.	5,053	198
Fort Collins–Loveland, Colo.	4,953	199
Wilmington, N.C.	4,898	200
Total Top 200	**6,660,986**	
Tyler, Tex.	4,765	201
Anderson, Ind.	4,686	202
Santa Fe, N.M.	4,665	203
Fargo–Moorhead, N.D.–Minn.	4,638	204
Ocala, Fla.	4,612	205
Williamsport, Pa.	4,612	205
Bradenton, Fla.	4,597	207
Columbus, Ga.	4,597	207
Orange County, N.Y.	4,596	209
Altoona, Pa.	4,591	210
Fort Walton Beach, Fla.	4,588	211
Asheville, N.C.	4,587	212
Charleston, W.Va.	4,583	213
Chico, Cal.	4,555	214
Champaign–Urbana–Rantoul, Ill.	4,533	215
Galveston–Texas City, Tex.	4,479	216
Charlottesville, Va.	4,437	217
Yakima, Wash.	4,424	218
Elmira, N.Y.	4,380	219
Pittsfield, Mass.	4,348	220
Bremerton, Wash.	4,343	221
Lima, Ohio	4,343	221
Waco, Tex.	4,309	223
Merced, Cal.	4,292	224
State College, Pa.	4,289	225
Monroe, La.	4,225	226
Fayetteville–Springdale, Ark.	4,208	227
Vancouver, Wash.	4,166	228
Lynchburg, Va.	4,142	229
Huntington–Ashland, W.Va.–Ky.	4,005	230
Yuba City, Cal.	3,890	231
Wichita Falls, Tex.	3,869	232
Abilene, Tex.	3,636	233
Texarkana, Tex.–Ark.	3,636	233
Medford, Ore.	3,586	235
Wausau, Wisc.	3,571	236
Decatur, Ill.	3,538	237
Wheeling, W.Va.	3,509	238
Cedar Rapids, Iowa	3,501	239
Sioux Falls, S.D.	3,483	240
Benton Harbor, Mich.	3,437	241
Lafayette–West Lafayette, Ind.	3,423	242
Hagerstown, Md.	3,397	243
Billings, Mont.	3,393	244
Hickory–Morganton, N.C.	3,392	245
Florence, Ala.	3,386	246
Casper, Wyo.	3,365	247
Clarksville–Hopkinsville, Tenn.–Ky.	3,283	248
Glens Falls, N.Y.	3,278	249
Terre Haute, Ind.	3,264	250
Total Top 250	**6,864,418**	
Tuscaloosa, Ala.	3,244	251
Lewiston–Auburn, Me.	3,228	252
Waterloo–Cedar Falls, Iowa	3,228	252
Muskegon, Mich.	3,151	254
Jackson, Tenn.	3,138	255
Lorain–Elyria, Ohio	3,128	256
Alexandria, La.	3,113	257
Jackson, Mich.	3,053	258
Pueblo, Colo.	3,019	259
San Angelo, Tex.	2,967	260
Bryan–College Station, Tex.	2,934	261
Lake Charles, La.	2,925	262
Jacksonville, N.C.	2,868	263
Sherman–Denison, Tex.	2,862	264
Gadsden, Ala.	2,839	265
Yuma, Ariz.	2,831	266
Burlington, N.C.	2,812	267
Racine, Wisc.	2,736	268
Johnstown, Pa.	2,729	269
Lawton, Okla.	2,716	270
Great Falls, Mont.	2,697	271
Midland, Tex.	2,692	272
Columbia, Mo.	2,671	273
Grand Forks, N.D.	2,671	273
Jamestown–Dunkirk, N.Y.	2,628	275
Battle Creek, Mich.	2,611	276
Niagara Falls, N.Y.	2,589	277
Greeley, Colo.	2,571	278
Topeka, Kans.	2,558	279
Elkhart–Goshen, Ind.	2,546	280
Fort Smith, Ark.	2,541	281
Albany, Ga.	2,539	282
Las Cruces, N.M.	2,502	283
Houma–Thibodaux, La.	2,482	284
Cumberland, Md.	2,469	285
Vineland–Millville–Bridgeton, N.J.	2,469	285
Decatur, Ala.	2,430	287
Steubenville–Weirton, Ohio–W.Va.	2,409	288
Rapid City, S.D.	2,395	289
Kenosha, Wisc.	2,389	290
Anderson, S.C.	2,377	291
Parkersburg–Marietta, W.Va.–Ohio	2,373	292
Bellingham, Wash.	2,370	293
Eau Claire, Wisc.	2,364	294
Joplin, Mo.	2,326	295
Cheyenne, Wyo.	2,286	296
Odessa, Tex.	2,284	297
Bismarck, N.D.	2,253	298
Kokomo, Ind.	2,242	299
Sioux City, Iowa	2,230	300
Florence, S.C.	2,229	301
Panama City, Fla.	2,142	302
Brazoria, Tex.	2,117	303
Dubuque, Iowa	2,100	304
Bloomington, Ind.	2,027	305
Muncie, Ind.	1,927	306
Owensboro, Ky.	1,877	307
Anniston, Ala.	1,831	308
Danville, Va.	1,831	308
Lawrence, Kans.	1,755	310
Beaver County, Pa.	1,727	311
Sharon, Pa.	1,706	312
La Crosse, Wisc.	1,700	313
Iowa City, Iowa	1,670	314
Kankakee, Ill.	1,618	315
Sheboygan, Wisc.	1,585	316
St. Joseph, Mo.	1,573	317
Enid, Okla.	1,503	318
Pine Bluff, Ark.	1,490	319
Pascagoula, Miss.	1,430	320
Total Above Areas	**7,033,741**	
Percent of U.S.	**89.9425**	
U.S. Total	**7,820,267**	

Audio Equipment, Musical Instrument, and Supply Sales

Area	($000)	Rank
Los Angeles–Long Beach, Cal.	1,244,983	1
New York, N.Y.	910,392	2
Chicago, Ill.	627,720	3
Washington, D.C.	450,105	4
Philadelphia, Pa.	391,486	5
Boston–Lawrence–Salem–Lowell–Brockton, Mass.	385,637	6
Nassau–Suffolk, N.Y.	348,502	7
Oakland, Cal.	321,606	8
Detroit, Mich.	316,026	9
Atlanta, Ga.	303,081	10
San Francisco, Cal.	297,766	11
Anaheim–Santa Ana, Cal.	293,733	12
Seattle, Wash.	286,454	13
Houston, Tex.	280,506	14
Dallas, Tex.	257,637	15
San Diego, Cal.	257,214	16
San Jose, Cal.	255,414	17
Minneapolis–St. Paul, Minn.	235,906	18
Tampa–St. Petersburg–Clearwater, Fla.	216,912	19
Miami–Hialeah, Fla.	199,786	20
Baltimore, Md.	197,615	21
Portland, Ore.	195,841	22
Riverside–San Bernardino, Cal.	186,235	23
Denver, Colo.	185,654	24
St. Louis, Mo.	179,858	25
Phoenix, Ariz.	171,263	26
Milwaukee, Wisc.	168,611	27
Middlesex–Somerset–Hunterdon, N.J.	161,639	28
Pittsburgh, Pa.	150,317	29
Cleveland, Ohio	146,817	30
Bergen–Passaic, N.J.	143,651	31
Columbus, Ohio	136,505	32
Newark, N.J.	134,090	33
Sacramento, Cal.	127,437	34
Hartford–New Britain–Middletown–Bristol, Conn.	118,655	35
Fort Worth–Arlington, Tex.	115,460	36
Kansas City, Mo.–Kans.	115,129	37
Indianapolis, Ind.	110,121	38
Rochester, N.Y.	105,492	39
Honolulu, Haw.	104,015	40
Fort Lauderdale–Hollywood–Pompano Beach, Fla.	100,488	41
Orlando, Fla.	100,236	42
Salt Lake City–Ogden, Utah	99,773	43
Nashville, Tenn.	99,494	44
Cincinnati, Ohio	98,219	45
San Antonio, Tex.	97,372	46
Norfolk–Virginia Beach–Newport News, Va.	91,208	47
Bridgeport–Stamford–Norwalk–Danbury, Conn.	90,509	48
Monmouth–Ocean, N.J.	88,653	49
Albany–Schenectady–Troy, N.Y.	88,317	50
Total Top 50	**11,789,560**	
New Orleans, La.	86,847	51
Oklahoma City, Okla.	86,161	52
Charlotte–Gastonia–Rock Hill, N.C.–S.C.	83,400	53
Austin, Tex.	79,547	54
Raleigh–Durham, N.C.	78,889	55
Louisville, Ky.	78,776	56
Oxnard–Ventura, Cal.	74,617	57
Jacksonville, Fla.	74,499	58
New Haven–Waterbury–Meriden, Conn.	74,159	59
Greensboro–Winston-Salem–High Point, N.C.	72,442	60
Buffalo, N.Y.	71,815	61
Memphis, Tenn.	71,467	62
Worcester–Fitchburg–Leominster, Mass.	70,103	63
Madison, Wisc.	69,877	64
West Palm Beach–Boca Raton–Delray Beach, Fla.	69,828	65
Grand Rapids, Mich.	69,347	66
Dayton–Springfield, Ohio	65,552	67
Tucson, Ariz.	65,126	68
Wilmington, Del.	64,800	69
Providence–Pawtucket–Woonsocket, R.I.	63,934	70
Richmond–Petersburg, Va.	63,810	71
Portsmouth–Dover–Rochester, N.H.	63,580	72
Tacoma, Wash.	63,017	73
Manchester–Nashua, N.H.	60,655	74
Charlottesville, Va.	60,583	75
Syracuse, N.Y.	59,241	76
Akron, Ohio	58,839	77
Lake County, Ill.	57,157	78
Knoxville, Tenn.	55,318	79
Birmingham, Ala.	55,148	80
Springfield, Mass.	55,012	81
Terre Haute, Ind.	54,338	82
Tulsa, Okla.	53,797	83
Las Vegas, Nev.	52,974	84
Baton Rouge, La.	52,494	85
Greenville–Spartanburg, S.C.	50,417	86
Scranton–Wilkes-Barre, Pa.	49,133	87
Harrisburg–Lebanon–Carlisle, Pa.	48,735	88
Toledo, Ohio	47,511	89
Santa Rosa–Petaluma, Cal.	47,474	90
New Bedford–Fall River–Attleboro, Mass.	46,971	91
Omaha, Neb.	45,388	92
Little Rock–North Little Rock, Ark.	45,105	93
Albuquerque, N.M.	45,029	94
El Paso, Tex.	42,988	95
Fayetteville, N.C.	42,986	96
Lansing–East Lansing, Mich.	42,160	97
Fresno, Cal.	42,071	98
Jersey City, N.J.	40,725	99
Colorado Springs, Colo.	40,463	100
Total Top 100	**14,803,865**	
Allentown–Bethlehem–Easton, Pa.	40,253	101
Bakersfield, Cal.	39,492	102
Spokane, Wash.	39,395	103
Wichita, Kans.	39,378	104
Ann Arbor, Mich.	38,507	105
Columbia, S.C.	38,378	106
Eugene–Springfield, Ore.	37,102	107
Lexington-Fayette, Ky.	36,282	108
Lancaster, Pa.	36,190	109
Charleston, S.C.	36,123	110
Appleton–Oshkosh–Neenah, Wisc.	35,614	111
Mobile, Ala.	35,585	112
Reno, Nev.	35,513	113
Youngstown–Warren, Ohio	34,670	114
Aurora–Elgin, Ill.	34,194	115
Shreveport, La.	33,386	116
Sarasota, Fla.	32,832	117
Des Moines, Iowa	32,759	118
Salinas–Seaside–Monterey, Cal.	32,732	119
Santa Barbara–Santa Maria–Lompoc, Cal.	32,597	120
Modesto, Cal.	32,510	121
York, Pa.	32,247	122
Fort Wayne, Ind.	32,208	123
Stockton, Cal.	31,494	124
Kalamazoo, Mich.	31,154	125
Boulder–Longmont, Colo.	30,948	126
Jackson, Miss.	30,843	127
Atlantic City, N.J.	30,605	128
St. Cloud, Minn.	30,265	129
Augusta, Ga.	30,163	130
Flint, Mich.	29,528	131
Trenton, N.J.	29,014	132
Saginaw–Bay City–Midland, Mich.	28,221	133
South Bend–Mishawaka, Ind.	27,980	134
Binghamton, N.Y.	27,857	135
Melbourne–Titusville–Palm Bay, Fla.	27,816	136
Canton, Ohio	27,793	137
McAllen–Edinburg–Mission, Tex.	27,764	138
Chattanooga, Tenn.	27,737	139
Daytona Beach, Fla.	26,774	140
Evansville, Ind.	26,757	141
Huntington–Ashland, W.Va.–Ky.	26,630	142
Roanoke, Va.	26,616	143
Reading, Pa.	26,468	144
Portland, Me.	26,422	145
Poughkeepsie, N.Y.	26,299	146
Montgomery, Ala.	26,271	147
Davenport–Rock Island–Moline, Iowa–Ill.	26,137	148
Vallejo–Fairfield–Napa, Cal.	25,766	149
Johnson City–Kingsport–Bristol, Tenn.	25,765	150
Total Top 150	**16,380,899**	
Salem, Ore.	25,639	151
Huntsville, Ala.	25,507	152
Gary–Hammond, Ind.	25,338	153
Beaumont–Port Arthur, Tex.	25,172	154
Rockford, Ill.	25,086	155
Anchorage, Alas.	24,566	156
Killeen–Temple, Tex.	24,480	157
Corpus Christi, Tex.	23,845	158
Green Bay, Wisc.	23,420	159
Savannah, Ga.	23,117	160
Lubbock, Tex.	23,079	161
Lakeland–Winter Haven, Fla.	22,779	162
Chico, Cal.	22,711	163
Amarillo, Tex.	22,354	164
Laredo, Tex.	22,225	165
Peoria, Ill.	21,694	166
Champaign–Urbana–Rantoul, Ill.	21,213	167
Visalia–Tulare–Porterville, Cal.	21,202	168
Fort Pierce, Fla.	21,096	169
Orange County, N.Y.	20,940	170
Gainesville, Fla.	20,911	171
Fort Myers–Cape Coral, Fla.	20,891	172
Springfield, Mo.	20,859	173
Santa Cruz, Cal.	20,637	174
Lafayette–West Lafayette, Ind.	20,335	175
Waco, Tex.	20,304	176
Erie, Pa.	19,390	177
New London–Norwich, Conn.	19,355	178
Joliet, Ill.	19,284	179
Macon–Warner Robins, Ga.	19,183	180
Boise, Ida.	19,026	181
Columbus, Ga.	18,893	182
Pensacola, Fla.	18,822	183
Bremerton, Wash.	18,562	184
Springfield, Ill.	18,412	185
Medford, Ore.	17,836	186
Charleston, W.Va.	17,720	187
Tallahassee, Fla.	17,489	188
Provo–Orem, Utah	17,382	189
Bloomington–Normal, Ill.	17,273	190
Fort Collins–Loveland, Colo.	17,182	191
Utica–Rome, N.Y.	17,167	192
Olympia, Wash.	16,963	193
Vancouver, Wash.	16,844	194
Asheville, N.C.	16,746	195
Redding, Cal.	16,723	196
Tyler, Tex.	16,449	197
Anderson, Ind.	16,394	198
Fargo–Moorhead, N.D.–Minn.	15,534	199
Longview–Marshall, Tex.	15,326	200
Total Top 200	**17,394,254**	
Lorain–Elyria, Ohio	15,164	201
Cedar Rapids, Iowa	14,932	202
Brownsville–Harlingen, Tex.	14,753	203
Sioux Falls, S.D.	14,685	204
Duluth, Minn.	14,660	205
Bellingham, Wash.	14,504	206
Lima, Ohio	14,330	207
Muncie, Ind.	14,288	208
Eau Claire, Wisc.	14,153	209
Bradenton, Fla.	14,113	210
Burlington, Vt.	14,050	211
Fort Smith, Ark.	14,028	[illegible]
Rochester, Minn.	13,725	[illegible]
Lincoln, Neb.	13,717	214
Abilene, Tex.	13,499	215
Lafayette, La.	13,486	216
Jacksonville, N.C.	13,436	217
Pittsfield, Mass.	13,280	218
Glens Falls, N.Y.	13,232	219
Richland–Kennewick–Pasco, Wash.	13,182	220
Wheeling, W.Va.	13,122	221
Wichita Falls, Tex.	12,940	222
Decatur, Ill.	12,862	223
Hickory–Morganton, N.C.	12,687	224
Yakima, Wash.	12,683	225
Altoona, Pa.	12,657	226
Racine, Wisc.	12,468	227
Billings, Mont.	12,411	228
Bangor, Me.	12,319	229
Galveston–Texas City, Tex.	12,276	230
La Crosse, Wisc.	12,271	231
Mansfield, Ohio	12,214	232
Athens, Ga.	11,827	233
Janesville–Beloit, Wisc.	11,826	234
Monroe, La.	11,746	235
Iowa City, Iowa	11,542	236
Rapid City, S.D.	11,488	237
Bloomington, Ind.	11,480	238
Ocala, Fla.	11,254	239
Topeka, Kans.	11,252	240
Clarksville–Hopkinsville, Tenn.–Ky.	11,201	241
Parkersburg–Marietta, W.Va.–Ohio	11,142	242
Lake Charles, La.	11,108	243
Pueblo, Colo.	11,039	244
Fayetteville–Springdale, Ark.	10,822	245
Williamsport, Pa.	10,717	246
Dothan, Ala.	10,648	247
Niagara Falls, N.Y.	10,421	248
Houma–Thibodaux, La.	10,384	249
Beaver County, Pa.	10,344	250
Total Top 250	**18,026,622**	
Fort Walton Beach, Fla.	10,267	251
Wilmington, N.C.	10,220	252
Biloxi–Gulfport, Miss.	10,217	253
Alexandria, La.	10,171	254
Johnstown, Pa.	10,154	255
Hamilton–Middletown, Ohio	10,138	256
State College, Pa.	10,050	257
Muskegon, Mich.	10,013	258
Lynchburg, Va.	10,005	259
Anderson, S.C.	9,994	260
Elmira, N.Y.	9,839	261
Santa Fe, N.M.	9,830	262
Merced, Cal.	9,679	263
Bryan–College Station, Tex.	9,635	264
Naples, Fla.	9,484	265
Kokomo, Ind.	9,408	266
Jamestown–Dunkirk, N.Y.	9,105	267
Elkhart–Goshen, Ind.	9,032	268
Tuscaloosa, Ala.	8,995	269
Panama City, Fla.	8,948	270
Florence, Ala.	8,918	271
Columbia, Mo.	8,794	272
Wausau, Wisc.	8,724	273
Albany, Ga.	8,609	274
Yuba City, Cal.	8,598	275
Grand Forks, N.D.	8,487	276
San Angelo, Tex.	8,438	277
Hagerstown, Md.	8,347	278
Battle Creek, Mich.	8,339	279
Texarkana, Tex.–Ark.	8,265	280
Joplin, Mo.	8,218	281
Brazoria, Tex.	8,103	282
Jackson, Mich.	8,000	283
Bismarck, N.D.	7,905	284
Great Falls, Mont.	7,759	285
Cumberland, Md.	7,757	286
Decatur, Ala.	7,705	287
Midland, Tex.	7,670	288
Florence, S.C.	7,556	289
Odessa, Tex.	7,446	290
Steubenville–Weirton, Ohio–W.Va.	7,303	291
Greeley, Colo.	7,294	292
Vineland–Millville–Bridgeton, N.J.	7,292	293
Jackson, Tenn.	7,166	294
Waterloo–Cedar Falls, Iowa	7,098	295
Lawrence, Kans.	7,073	296
Sioux City, Iowa	6,907	297
Lawton, Okla.	6,895	298
Owensboro, Ky.	6,875	299
Gadsden, Ala.	6,830	300
Danville, Va.	6,803	301
Lewiston–Auburn, Me.	6,704	302
Burlington, N.C.	6,490	303
Anniston, Ala.	6,431	304
Kankakee, Ill.	6,418	305
Las Cruces, N.M.	6,344	306
Dubuque, Iowa	6,255	307
Casper, Wyo.	6,143	308
Sharon, Pa.	6,141	309
Sherman–Denison, Tex.	6,075	310
Yuma, Ariz.	6,005	311
Sheboygan, Wisc.	5,732	312
St. Joseph, Mo.	5,676	313
Cheyenne, Wyo.	5,634	314
Benton Harbor, Mich.	5,629	315
Pine Bluff, Ark.	5,528	316
Kenosha, Wisc.	5,447	317
Victoria, Tex.	4,846	318
Pascagoula, Miss.	4,068	319
Enid, Okla.	3,933	320
Total Above Areas	**18,572,479**	
Percent of U.S.	**89.5877**	
U.S. Total	**20,731,060**	